

Local Transport Plan 2011 - 2026

Issues and Implications



March 2010

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Contents

	Page
Introduction	1
1. The Demography of Staffordshire	1
2. Staffordshire's Communities	3
3. Deprivation in Staffordshire	5
4. Staffordshire's Economy	6
5. Health, Well-Being and Quality of Life in Staffordshire	9
6. Staffordshire's Natural and Built Environments	13
7. Transport and Travel in Staffordshire	15



Introduction

This document sets out the context within which the new Local Transport Plan (LTP) for Staffordshire will be developed and delivered. It highlights the main issues and trends that may impact upon the LTP's development and those that may be affected by its delivery. The document is structured as follows:

1. The Demography of Staffordshire
2. Staffordshire's Communities
3. Deprivation in Staffordshire
4. Staffordshire's Economy
5. Health, Well-Being and Quality of Life in Staffordshire
6. Staffordshire's Natural and Built Environments
7. Transport and Travel in Staffordshire

At the end of each section there is a summary of the main implications for LTP development and delivery.

This document will be updated every three years in line with the review of the LTP Strategy Plan. This will help to ensure that the LTP's objectives and challenges remain relevant.

1. The Demography of Staffordshire

- 1.1 In 2008 the population of Staffordshire was estimated to be 828,900, up by approximately 21,800 people since 2001 and approximately 37,300 since 1991.
- 1.2 Around one quarter of the population increase experienced since 1991 is due to natural change (i.e. more births than deaths), with the remaining three quarters due to migration from the rest of the UK and overseas. Most growth has occurred in the districts of East Staffordshire, Lichfield and Stafford.
- 1.3 Around 17% of Staffordshire's population (138,400) is aged under 14 years and a similar proportion (18%) is aged over 65 years (145,500).
- 1.4 Staffordshire's population is ageing in line with the rest of the country. Comparing 1991 to 2008 figures shows that there are 13,400 fewer children (under 15 years), 35,400 fewer young adults (20 to 34 years) and 75,500 more older people (50+ years), an increase of 316%.
- 1.5 The population of Staffordshire is projected to increase by 103,800 over the next 25 years, with the number of people aged 85 years and over almost trebling, up by around 30,300 people.
- 1.6 The 2006 sub-national population projections shows that by 2031 significant population growth will have occurred in the districts of East Staffordshire (up by 21,200 people or



19.7%), Stafford (up by 18,100 people or 14.7%) and Lichfield (up by 17,700 people or 18.3%).

- 1.7 There are 328,234 households in Staffordshire. Just under 10% (43,494) of households are lone pensioner households and of these, 66% do not have access to a car or van.
- 1.8 Since 1991 there has been a steady increase in migration flows into and out of Staffordshire which, up until 2001, largely cancelled each other out. Since 2001 there has been a net gain of around 3,250 people per year due to migration, largely from the West Midlands Metropolitan area.
- 1.9 In 2002 the number of economic migrants registering for a national insurance number in Staffordshire stood at 930 people. This has increased considerably and in 2007 reached 3,970 people. However, as a result of the economic downturn, the number of registrations has fallen by 23% compared to 2007. The majority of the new economic migrants are locating in the districts of East Staffordshire and Stafford.
- 1.10 The 2001 Census showed that 3.8% of Staffordshire's population (30,684 people) were in a Black and Minority Ethnic (BME) group (i.e. not 'White British'). This is less than one third of the regional and national figure (both around 13%). Although the BME population in Staffordshire is very low, BME groups are concentrated in specific areas of the county, namely Burton upon Trent, Perton and Featherstone, parts of Newcastle-under-Lyme, north east Stafford, and the Little Aston and Bourne Vale wards of Lichfield.

Implications

Overall Staffordshire's population will increase over the next 25 years. Population growth and its impact on local travel patterns will need to be monitored so that any changes can be integrated in a sustainable way into the transport network.

The ageing population will have significant implications for all aspects of service delivery within the authority. With regards to transport, there is likely to be greater demand for concessionary bus travel and specialist transport services, and greater demand to access healthcare and day centre services.

During the LTP period, regular contact with representatives from Staffordshire's BME group and the migrant population will ensure that these groups are not excluded from services or jobs. The Equality Impact Assessment to be undertaken during the development of the LTP should help to ensure that the LTP does not negatively impact on these groups.



2. Staffordshire's Communities

- 2.1 The administrative county of Staffordshire is based in the West Midlands region and is some 262,333 hectares in size.
- 2.2 Whilst Staffordshire is predominantly rural, three quarters of its population live in urban areas.
- 2.3 The average population density for England is 3.8 persons per hectare, whereas in Staffordshire it is 3.1 persons per hectare. There are dramatic differences in the county. For example, Tamworth Borough has the highest density with 24.2 persons per hectare and Staffordshire Moorlands District has the lowest at 1.6 persons per hectare. This is a reflection of the urban and rural diversity of Staffordshire.
- 2.4 As a county, Staffordshire is made up of eight districts, each of which has its own unique character, its own strengths and challenges.
- 2.5 Each district also has its own particular heritage. For example, Lichfield District is home to the ancient cathedral city of Lichfield, and East Staffordshire Borough is home to Burton upon Trent, which is renowned nationally for its brewing industry.
- 2.6 There is no single dominant town in Staffordshire that acts as the county's focal point. The existing LTP for Staffordshire identifies eight major settlements in the county, which are Stafford, Lichfield, Tamworth, Cannock, Burton upon Trent, Burntwood, Newcastle-under-Lyme, and Kidsgrove. The rest of the county comprises smaller markets towns, villages and small dispersed settlements.
- 2.7 The West Midlands Regional Spatial Strategy (WMRSS) identifies Stafford and Burton upon Trent as 'Settlements of Significant Development'. These are areas outside the Metropolitan Area and the North Staffordshire Conurbation where strategic housing development will be concentrated in the future.
- 2.8 Regional Funding Advice, which prioritises investment in support of the WMRSS, identifies six 'Impact Investment Locations' in Staffordshire. These are Stafford, Burton upon Trent, the North Staffordshire Conurbation (including Newcastle-under-Lyme), i54 development in South Staffordshire, and parts of South Staffordshire and Newcastle-under-Lyme in respect of rural housing. 'Impact Investment Locations' are areas where investment in transport, housing and economic development is seen to provide significant positive impacts that could help strengthen and sustain the region's economy.
- 2.9 Two of Staffordshire's 'Impact Investment Locations' - Stafford and Burton upon Trent - have also been identified as 'Growth Points'. 'Growth Points' are a national initiative designed to provide support to local communities who wish to pursue large scale and sustainable growth through a partnership with Government.
- 2.10 As Staffordshire is land bound, it has developed strong links with its neighbouring areas, especially as a significant proportion of residents leave the county to access jobs and key



services, and vice versa. For example, Stoke-on-Trent has a significant influence on the county. The 2001 Census showed that 31% of Newcastle-under-Lyme's working residents and 22% of Staffordshire Moorlands' working residents travel to Stoke-on-Trent for employment. The Census also showed that 20% of Stoke-on-Trent's working residents travel into Staffordshire for employment

- 2.11 In the north west of the county there are links to Cheshire and the North West region; to the east of the county there are links with Derbyshire and the East Midlands region; to the west there are links with Shropshire and Telford; southern parts of the county are influenced by the West Midlands Conurbation, particularly Wolverhampton and Birmingham. The 2001 Census showed that 55.7% of working residents living in South Staffordshire are employed outside of the county.

Implications

The diversity within Staffordshire provides agencies with a real challenge in terms of service delivery, particularly in ensuring that high quality services are accessible in both rural and urban parts of the county. The challenges in each district will be identified and, where they can be tackled through transport measures, will be included in the LTP's Area Transport Strategies. Area Transport Strategies are 'live' documents that are developed in partnership with Staffordshire's planning authorities and set out the main transport issues in a particular district, together with a programme of LTP and developer funded measures to tackle those issues.

The needs and expectations of Staffordshire's rural and urban communities regarding transport provision are not overly dissimilar. For example, all residents want good, safe access to jobs and services. However, the dispersed nature of Staffordshire's settlements, and not having one dominant centre where the majority of services are located, means that providing adequate transport services can be difficult. The LTP will need to manage expectations; it is likely that the authority will need to focus where it can maximise the use of its limited resources.

Where possible, the impact of LTP delivery on Staffordshire's historic areas should be minimised, and efforts to preserve and enhance these areas will be sought through LTP delivery. This includes Areas of Outstanding Natural Beauty and Special Areas of Conservation.

Staffordshire County Council has worked closely with neighbouring transport authorities during the second LTP period. LTP guidance implies that closer partnership working is required between authorities as transport issues do not necessarily stop at administrative boundaries. Greater utilisation and efficiencies of limited resources can also be achieved through partnership working. Joint LTP statements with key neighbouring authorities will be prepared. They will set out issues of common interest and future partnership working on scheme delivery. The joint statements will form a key element of the authorities' LTPs.



3. Deprivation in Staffordshire

- 3.1 In the national context there are few areas in Staffordshire that have a high level of multiple deprivation. Only six of the 525 Lower Super Output Areas (LSOAs) in Staffordshire are in the top 10% most deprived areas in England in 2007 for multiple deprivation. This represents just over 1% of all areas in Staffordshire and around 8,000 people. However, a further 60,000+ people live within the 40 LSOAs which fall in the next most deprived group (10%-20% most deprived areas).
- 3.2 Cannock Chase district has the most deprivation and is in the 30-40% most deprived districts nationally, followed by the boroughs of Tamworth, Newcastle-under-Lyme, and East Staffordshire (who are all in the 40-50% most deprived districts nationally). Staffordshire Moorlands District falls into 50-60% most deprived districts in England.
- 3.3 The domain (i.e. type of deprivation) with the highest number of LSOAs in the top 20% deprived nationally was for 'Education, Skills & Training' where 86 LSOAs in Staffordshire were in the top 20% most deprived in England.
- 3.4 Analysis of the Indices of Deprivation 2007 highlights a direct and significant correlation between areas with high levels of deprivation and high levels of crime.
- 3.5 Locality working (i.e. focusing service delivery in a small geographical area where the need is disproportionately high) has a proven track record in Staffordshire. A countywide group has been set up to further this approach in order to support delivery of the Local Area Agreement. Four areas have been identified as neighbourhoods for locality working, including areas within Cannock Chase District, and three areas identified as priority areas where children's health and well-being needs to be addressed, namely Penkside (Stafford), Anglesey (East Staffordshire) and Glascoate (Tamworth).

Implications

Overall Staffordshire does not have many areas of high deprivation. However, 'pockets' do exist and they will need to be recognised in the LTP and its Area Transport Strategies. Areas of deprivation tend to be characterised by higher levels of social exclusion; higher levels of child casualties; lower educational attainment; higher levels of unemployment etc. The LTP can help tackle all these issues by improving levels of access to key services such as health, employment and education opportunities.

The LTP can support economic regeneration and neighbourhood renewal in areas with high levels of deprivation. Partnership working with organisations such as RENEW (housing market renewal pathfinder), InStaffs, Connexions, transport operators, and district and borough councils can help to bring about tangible benefits to the factors that contribute towards an area's deprivation.



4. Staffordshire's Economy

- 4.1 Staffordshire has the lowest Gross Value Added¹ per head of all authorities in the region and it is 75% of the UK average.
- 4.2 Historically Staffordshire's economy has been rooted in manufacturing and production but over the last decade the economy has changed with a shift to more service led, knowledge-based industries.
- 4.3 The county has seen some of the greatest increases in unemployment of any strategic authority area in the West Midlands region since the economic downturn. This is due to high proportions of employment in sectors most vulnerable in a recession, such as manufacturing and construction. Cannock Chase district and Tamworth borough have been the most severely affected of Staffordshire's districts.
- 4.4 Between March 2008 and March 2009 there was a 143.4% increase in the number of Jobseekers Allowance claimants in Staffordshire.
- 4.5 Staffordshire has historically been a relatively low paid area. In 2008 the workplace based wage level was £18,733, which was lower than the regional (£19,487) and national (£20,801) averages. However, the median average earnings of residents was £20,353. This demonstrates a pattern whereby many of the better paid, more mobile residents of Staffordshire commute out of the county to higher paid employment opportunities elsewhere.
- 4.6 In 2007, 15% of Staffordshire's population had no qualifications. This is lower than the regional average but much higher than the national average. Over one quarter of the population of Newcastle-under-Lyme Borough holds no qualifications compared to just 8.9% in Lichfield District.
- 4.7 In July 2009, 6.2% of young people in Staffordshire were not engaged in any form of employment, education or training (NEET).
- 4.8 The higher education sector is an important contributor to Staffordshire's economy with Keele and Staffordshire universities between them having a turnover of almost £200 million and employing more than 3,500 people. It is difficult to accurately monitor how many students at local universities remain in the area following completion of their studies, and likewise how many students originally resident in Staffordshire return to the county after their studies.

¹ Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom. Per head data includes the entire population, including children, retired people and the otherwise economically inactive. The data will be strongly affected by local demographic circumstances and by commuting patterns.



- 4.9 The number of new business start ups as a proportion of the resident population in Staffordshire (as measured by new businesses registering for VAT and PAYE tax per 10,000 population) is both below the Great Britain average and also other shire counties in the West Midlands region. Levels of enterprise are particularly low in Staffordshire Moorlands District, and the boroughs of Tamworth and Newcastle-under-Lyme.
- 4.10 Tourist destinations in Staffordshire include Alton Towers, Drayton Manor Family Theme Park, The SnowDome at Tamworth, Peak District National Park, Cannock Chase AONB, The National Memorial Arboretum, Weston Park, Shugborough Hall, Uttoxeter Racecourse, Trentham Gardens, and the Monkey Forest.
- 4.11 In 2008, leisure tourism in Staffordshire (including Stoke-on-Trent) was valued at £902 million and business tourism at £600 million. In 2008, there were 18.6 million day visits and 4.5 million overnight stays.
- 4.12 Almost 25,000 jobs are supported by the tourism sector in Staffordshire.
- 4.13 Between May 2008 and July 2009 local press reported a proposal to invest £157 million (creating 3,000 jobs) into Destination Staffordshire initiatives (a partnership of major attractions and local authorities that are working together to drive tourism in Staffordshire).
- 4.14 Staffordshire faces significant challenges in relation to levels of housing growth over the next 20 years as set out in the revised WMRSS. It states that between 2006 and 2026 some 54,900 houses should be built in Staffordshire.
- 4.15 For the development of employment, the WMRSS states that a five-year “rolling reservoir” of 207 hectares of employment land should always be available, with indicative long-term requirements of some 621 hectares of employment land across the county.
- 4.16 Among Staffordshire’s network of town centres, the WMRSS states that the construction of some 255,000m² of additional retail floorspace, and 225,000m² of additional office floorspace, should be planned for over the 2006-26 period.
- 4.17 24,000 people are employed within the 'Transport and Communications' sector in Staffordshire.
- 4.18 Over the last ten years, more than 20,000 new jobs have been attracted to the county involving nearly 500 businesses. Some of these are international and national companies such as Bombardier (in East Staffordshire Borough), New Look, TK Maxx and Phones 4U (in Newcastle-under Lyme Borough), and Screwfix (in Stafford Borough).
- 4.19 Between 2006 and 2021 employment in Staffordshire is predicted to grow by some 18,000 jobs (5%).



Implications

The relationship between transport and the economy is complex. On the one hand, transport can have a significant impact on economic activity and on the other hand, economic activity itself can shape the demand for transport.

Access to Staffordshire's towns is important to strengthen the local economy. However, a balance must be struck between encouraging people into towns to support the local economy and not reducing the quality of the towns in terms of congestion, noise, and air quality, etc. Access is also important to some of Staffordshire's rural areas especially when this supports recreational activities.

The business community requires good local access to suppliers, markets and a workforce. It is essential that the LTP creates a transport network that does not constrain existing businesses and is developed to support sustainable economic growth.

Residents require access to jobs, training and education, especially where there is a social and/or economic need, such as living in an area of deprivation.

Access into and out of the county through national networks (such as the M6 and the West Coast Mainline) and gateways (such as Manchester Airport) are vital to strengthen the county's economy. It will be important that a close working relationship is maintained with the Highways Agency and other partners to ensure that such routes provide expeditious connectivity to destinations outside of the county.

The LTP will need to set out how future growth (in housing and jobs) can be integrated in a sustainable way into the transport network. The County Council will need to work with a wide range of partners from the private and public sector to ensure this can be achieved.

It will be important for the LTP and the emerging Local Economic Assessment to be closely aligned, with each taking account of any transport implications that may impact on the prosperity of Staffordshire.



5. Health, Well-Being and Quality of Life in Staffordshire

- 5.1 In Staffordshire circulatory disease makes up 37% of deaths and 29% of premature deaths. Coronary heart disease makes up 18% of deaths and 17% of premature deaths. Stroke makes up 10% of deaths and 6% of premature deaths.
- 5.2 Almost 18% (148,004) of residents describe themselves as having a limiting long-term illness and 41,670 people claim Disability Living Allowance (any disabling condition). Conversely nearly 70% (547,400) of residents describe themselves as being in 'good health'.
- 5.3 In Staffordshire it is estimated that almost 120,000 people have a physical or sensory disability.
- 5.4 In 2007, there were 89,515 carers in Staffordshire contributing £1,265 million worth of care.
- 5.5 As part of the National Child Measurement Programme, during 2007/08 in Staffordshire, 9.5% of 4 and 5 year olds and 19% of 10 and 11 year olds were measured as being obese. Estimates for 2003-05 put Staffordshire's adult obesity rate at over 27%.
- 5.6 Less than one quarter of adults in Staffordshire achieve the recommended level of physical activity.
- 5.7 Almost one in four people in Staffordshire attend primary care for mental health-related problems, with an estimated 13,500 children and young people suffering from a mental health disorder.
- 5.8 Staffordshire has eight Air Quality Management Areas (AQMAs) all of which have been declared because of high levels of nitrogen dioxide caused by road transport. Poor air quality can exacerbate respiratory problems such as asthma, bronchitis, and pneumonia.
- 5.9 Over recent years the County Council has undergone a modernisation programme called 'Changing Lives', which aims to move care provision away from expensive and limited residential care to a range of early intervention, preventative and 'layered' services.
- 5.10 Staffordshire's Older People's Listening Event (2009) demonstrated that transport was a key issue for older people. Comments included:
- "we need good transport links to local facilities"
 - "issues involve getting on and off buses, distance from home to bus stop, fear of crime, lack of service in evenings and on Sundays prevent some people from accessing church"
- 5.11 The 'Your Voice' consultation event (2009) for service users revealed that available, accessible and affordable transport is a key issue for older people, people with mental ill



health, people with learning, physical or sensory disabilities, and people with a long-term health condition. A comment voiced at this event was “we need better access to public transport – restrictions on passes to travel at peak times can result in restrictions on travel to employment opportunities”. This is certainly the case for residents in the districts and boroughs of East Staffordshire, Tamworth and Cannock Chase, because they are not part of the Staffordshire and Stoke-on-Trent Travel Concession Scheme. In the Travel Concession Scheme, travel is unrestricted.

- 5.12 The Children’s and Young People’s Plan for Staffordshire highlights a number of priorities that transport can contribute towards. They include:
- Tackling childhood obesity
 - Ensuring that services and facilities for young people are easily accessible
 - Ensuring that jobs, training and education are easily accessible
 - Increasing the number of young people that have access to high quality leisure, cultural and sport experiences
- 5.13 When considering what is important with regard to ‘Enjoy and Achieve’, young people in Staffordshire most frequently cite issues around extra curricular activities. They want “good places to go in Staffordshire”, “more sports” and access to youth clubs.
- 5.14 Just over one third of respondents to the Staffordshire Place Survey (2008/09) said that traffic issues were amongst their top five problems in their local area. Overall traffic offences such as speeding are the biggest crime and disorder issue for the residents of Staffordshire.
- 5.15 During 2008/09 there were 67.4 crimes recorded per 1,000 residents in Staffordshire. This is below the rate recorded across the region, and in England and Wales.
- 5.16 The level of crime recorded shows considerable variations between urban and rural parts of the county. The rate of crime in urban areas is 73.8 per 1,000 population, compared with 49.5 across rural areas.
- 5.17 The Department for Environment, Food and Rural Affairs has produced a series of noise maps. These show that there are 103 locations in Staffordshire that are affected by noise from road activity and 13 locations that are affected by rail activity. These locations are of varying sizes and lie on the local and strategic transport networks.
- 5.18 Maps of tranquil areas produced by the Campaign for Rural England shows that there are very few truly tranquil areas within the county. Noticeable noise levels are found in the main settlements and along main transport routes.
- 5.19 Clean streets have been identified by Staffordshire’s residents as one of the top three factors that make somewhere a good place to live. The Place Survey (2008/09) ranks this issue as the fifth most important issue for improvement by Staffordshire’s residents.



- 5.20 Anti-social behaviour is the top priority issue for the residents of Staffordshire. Just over one quarter of respondents to the Staffordshire Place Survey (2008/09) feel that the police and local council are dealing with the crime and anti-social behaviour that matters to them in their area.

Implications

Improving public health is an area where the County Council does not have direct responsibility. However, it is one of the agencies that can help to deliver better health.

The Chief Medical Officer recommends that adults take 30 minutes of moderate intensity activity at least five times a week. Less than one quarter of adults in Staffordshire achieve this level. Active travel, such as cycling or a brisk walk, integrated into a person's daily routine can help to meet the Chief Medical Officer's recommendations. The LTP can provide the infrastructure and support to enable more people to engage in active travel, together with providing access to leisure and sports facilities.

Of the people living in Staffordshire who travel less than 2km to work, 53% make this journey by car. This rises to 80% for journeys between 2km and 5km. As 5km or less is an acceptable walking and cycling distance, there is potential for a shift towards these healthier modes. The LTP should promote and provide opportunities to make these journeys possible and make them regarded as a viable alternative to the car.

Opportunities for residents to access healthy diets, healthcare services, and leisure and social facilities, will contribute towards improving overall health. Access to these services can be furthered through the LTP, in partnership with other key agencies.

The LTP should seek to educate children to make healthy travel choices, such as walking and cycling, from an early age. This will help achieve a number of objectives, including tackling childhood obesity, improving mental health, reducing carbon emissions and congestion, increasing independence and confidence etc. Hopefully, many of these lessons will be practised into adulthood.

The County Council's 'Changing Lives' programme, which aims to move care provision for older people away from residential care to living independently, will have significant repercussions for future transport provision. It will be necessary to ensure that the LTP makes a positive impact on the lives of people with mobility issues, such as the elderly, to ensure that they are not excluded from the key services they require. The Equality Impact Assessment to be undertaken during the development of the LTP should help to ensure that the LTP does not negatively impact on these groups.

Traffic can adversely impact on people's quality of life, and the LTP will need to introduce measures to ensure that issues such as speeding, community severance, noise and air pollution are minimised. For example, the County Council must work in partnership with district and borough councils, and the Highways Agency to bring about improvements in air quality, where AQMAs have been declared. It is important that over the period of the LTP, the number of new AQMAs does not rise excessively. It is also



important to manage traffic in sensitive area such as Areas of Outstanding Natural Beauty. This may include encouraging traffic towards areas which are least vulnerable and capable of absorbing the impact of visitors.

If the County Council is to encourage more residents to use public transport or make journeys on foot or by bicycle, it is important that residents feel safe when travelling on Staffordshire's highway network. The LTP should include measures that tackle fear of crime and reduce anti-social behaviour by improving street lighting, removing subways, cutting back vegetation etc.



6. Staffordshire's Natural and Built Environments

- 6.1 One of Staffordshire's most valued (and vulnerable) assets is its natural environment, particularly because it forms an important link between the different habitats of the north and south of the country, containing ideal habitats for a range of protected species.
- 6.2 Staffordshire has 13 Sites of International Importance, 65 Sites of Special Scientific Interest (SSSI), and 844 Sites of Biological Importance (SBI). It is also home to 6,500 hectares of ancient woodland, eight Special Areas of Conservation, one Special Protection Area, four Ramsars (wetland habitat as designated under inter-governmental Ramsar Agreement), and almost 13,000 heritage assets (including buildings and monuments).
- 6.3 Staffordshire also contains Cannock Chase Area of Outstanding Natural Beauty, the National Forest, part of the Peak District National Park, and approximately 6,000 acres of country parks, open spaces and greenways.
- 6.4 It is widely acknowledged that contact with nature and the natural environment, and physical outdoor activity, is important for people's health, well-being and quality of life. In Staffordshire 82% of respondents to the Place Survey (2008/09) had used parks and open spaces in the last year and 61% of these were satisfied with them.
- 6.5 In 2004 approximately 8,800kt of carbon dioxide (CO₂), equivalent to 10.9 tonnes of CO₂ per person were emitted in Staffordshire. These estimated levels are well above the regional (9.1 tonnes) and national (9.3 tonnes) averages.
- 6.6 In 2007 just over one third (33.8%) of the CO₂ emissions in Staffordshire were estimated to come from road transport.
- 6.7 The County Council is confident that five changes are likely in Staffordshire as a consequence of climate change. These are higher summer and winter temperatures, lower summer and higher, more intense winter rainfalls, and earlier springs and later autumns.
- 6.8 Public consultation undertaken in 2005 and 2006 in respect of climate change consistently featured the issue of transport. Most people agreed that improving public transport would encourage them to leave their cars at home. Concern for future generations and educating children in low carbon lifestyles was also a recurring theme.
- 6.9 There are 316 known sites on Staffordshire's local highway network that are susceptible to flooding.
- 6.10 In June 2008, the county's district councils, together with the Peak District National Park Authority, Stafford and Rural Homes, Keele University Staffordshire Fire and Rescue Service, and Staffordshire Parish Council Association, signed up to the Staffordshire Declaration on Climate Change. The Declaration is a voluntary commitment by all the



partner organisations to act on the causes and impacts of climate change by working with stakeholders, including the local community.

Implications

Staffordshire has a rich landscape and biodiversity. The delivery of the LTP must not adversely affect these areas, and opportunities to enhance the landscape and biodiversity should be taken.

The County Council has a responsibility to reduce its own CO₂ emissions and take a lead role in reducing Staffordshire's overall level of emissions. Reducing the highway network's impact on the environment should form part of the emerging LTP, especially as emissions from transport are one of the main contributors to both poor air quality and climate change. Encouraging journeys by sustainable modes of travel, reducing the reliance on the car and ensuring developments are sited in sustainable locations, will be essential.

It is recognised that local transport authorities are limited in what they can achieve with regards to reducing CO₂ emissions from transport. Greater improvements will be gained through new technology, fuel efficiency advances, EU Regulations and fiscal measures, all of which are outside the control of local authorities.

Scientific evidence shows that the climate is changing and the effects of climate change are now inevitable. Potential effects of climate change on the highway network are numerous and these need to be managed over the period of the LTP. It is likely that many of the County Council's practices and procedures, especially relating to highway maintenance, will need to be reviewed in order to ensure that the operation and management of the network is not compromised.



7. Transport and Travel in Staffordshire

- 7.1 Staffordshire's location at the heart of the country has been instrumental in the way the transport network has developed.
- 7.2 Staffordshire has good strategic transport links to the north and south, and improving links to the east and west. The M6 and M54 motorways; the A38, A50, A34, A5 and A500 trunk roads; and the West Coast Mainline run through the county, accounting for significant volumes of through traffic. The M6 Toll has improved access to the southern parts of Staffordshire.
- 7.3 Across the county there are high levels of car ownership and a high reliance on the car. Only 19% of households do not have access to a car. Areas of low car ownership tend to be urban. Rural areas, whilst having high car ownership levels, do have small pockets of low car ownership but these tend to be dispersed.
- 7.4 43% of Staffordshire households have just one car. In these households, it is often the case that the car is used by one member of the household for most of the day and so it is generally not available to other members of the household. As 75% of the county's households are occupied by more than one person, it is reasonable to assume that this is a problem for a significant number of Staffordshire households.
- 7.5 The National Highways & Transport Survey reveals that:
- 78% of residents are satisfied with the ease of access to key services. Staffordshire is ranked 5th when compared to its ten nearest neighbours².
 - 74% of residents with disabilities are satisfied with the ease of access to key services. Staffordshire is ranked as 2nd when compared to its nearest neighbours.
 - 74% of residents living in non-car households are satisfied with the ease of access to key services. Staffordshire is ranked as 7th when compared to its nearest neighbours.
- 7.6 In 2008/09 the County Council managed approximately 4,000km of Public Rights of Way, 80% of which were considered to be 'easy to use'.
- 7.7 Approximately 80% of Staffordshire's bus network operates on a commercial basis with the remaining 20% being subsidised by the County Council. The latter tends to be a mix of rural, urban-fringe, evening and Sunday services.
- 7.8 The current economic downturn and rising costs in the bus industry have put increased pressure on the County Council's ability to replace withdrawn commercial services and extend the existing subsidised bus network.

² Staffordshire's ten 'nearest neighbours' have been identified through the Institute of Public Finance's Nearest Neighbour Selection Model and refer to the following authorities: Nottinghamshire, Derbyshire, Warwickshire, Worcestershire, Cumbria, Lancashire, Northamptonshire, Gloucestershire, Leicestershire and Lincolnshire County Councils.



- 7.9 The main destinations that people without access to a car have difficulty reaching in Staffordshire are town centres, healthcare services (especially hospitals), employment sites, and food shops. The main socio-economic factors that increase the likelihood of an individual having poor access to essential services in Staffordshire are living in an area of deprivation and being aged over 60 years.
- 7.10 In Staffordshire congestion is only an issue in certain urban areas and on some inter-urban routes during the AM and PM peak travel periods. For example, traffic data shows that slow and queuing traffic is an issue during peak travel periods in Stafford and Burton upon Trent.
- 7.11 The National Highways & Transport Survey reveals that 50% of residents are satisfied with overall traffic levels and congestion in Staffordshire. This ranks Staffordshire as being 3rd highest (in terms of satisfaction) when compared with its nearest neighbours.
- 7.12 Stafford Chamber of Commerce estimated that congestion costs each business in Staffordshire around £20,000 per annum (Stafford Manifesto 2008 - 2016).
- 7.13 Staffordshire produces high volumes of aggregates, which generates significant volumes of HGV (Heavy Goods Vehicle) traffic. On average, 12 million (gross) tonnes of freight are moved within the county each year by road.
- 7.14 Although there has been significant progress over the last decade regarding Staffordshire's road safety record, in 2008, 286 people were killed or seriously injured (KSI) on its roads. The comparison of all KSI casualties against the 1994-1998 average, ranks Staffordshire as 8th when compared to its nearest neighbours. When comparing KSI casualties per 100,000 population, Staffordshire is 1st when compared to its nearest neighbours.
- 7.15 In 2008, 3,266 people suffered slight injuries on Staffordshire's roads. The comparison of slight road casualties against the 1994-1998 average, ranks Staffordshire as 5th when compared to its nearest neighbours.
- 7.16 Using a three-year 2006/08 rolling average shows that there were 23 child KSI casualties on Staffordshire's roads. The comparison of child KSI casualties against the 1994-1998 average, ranks Staffordshire as 10th when compared to its nearest neighbours. When comparing KSI casualties per 1,000 child population, Staffordshire is 4th when compared to its nearest neighbours.
- 7.17 In 2008 the total cost to the community of road accidents in Staffordshire was £236 million.
- 7.18 The National Highways & Transport Survey reveals that 60% of residents are satisfied with road safety locally, placing Staffordshire as 1st when compared to its nearest neighbours.



- 7.19 The main highway user groups that are most at risk of being involved in a road accident in Staffordshire are speeding car drivers, children, young adults, and motorcyclists.
- 7.20 A survey undertaken for the Staffordshire Safer Roads Partnership found that one in three Staffordshire drivers had been caught by a speed camera at least once. It also found that the majority of Staffordshire's residents support speed cameras. However, males who had been caught speeding did not support speed cameras and they constituted 12% of the population.
- 7.21 The County Council has a legal duty to maintain and repair Staffordshire's local highway network. This comprises approximately 6,000km of road, 1,100 road bridges, 2,560 footbridges and bridleway bridges, 270 pedestrian and traffic control facilities, 260km of cycle lane/track, 200km of retaining wall, and over 100,000 road lighting units and illuminated signs.
- 7.22 The National Highways & Transport Survey reveals that:
- 44% of residents are satisfied with the condition of highway (roads and pavements). Staffordshire is ranked as 5th when compared to its nearest neighbours.
 - 69% of residents are satisfied with street lighting placing Staffordshire 4th when compared to its nearest neighbours.
- 7.23 In Staffordshire in 2008/09:
- 4% of principal roads require structural maintenance.
 - 8% of non-principal classified roads require structural maintenance.
 - 10% of unclassified roads require structural maintenance.
 - 7% of footways require structural maintenance.
- 7.24 Since the commencement of the Street Lighting PFI in 2003, at least 98% of Staffordshire's street lighting stock has been lit at any one time. In 2008 this figure never dropped below 99.05% and was as high as 99.76%. There has also been a 40% decrease in the average number of faults reported since the commencement of the Street Lighting PFI.
- 7.25 In Staffordshire practically all road planings are recycled. In 2008/09 the percentage of recycled aggregate, relative to the total use was approximately 99%. The County Council recycles approximately 1,000 tonnes of aggregate each week. 60% is used within highway maintenance works with the remainder being used in new construction schemes. This results in a cost saving of £5.00 per tonne from the recycled materials, equivalent to an annual saving of £250,000.

Implications

Staffordshire has good local and strategic transport links, and these need to be managed and maintained to enable the expeditious movement of people and goods. It will be important to ensure that the transport network does not hamper recovery from the



current economic downturn. This will be particularly important in Burton upon Trent and Stafford, which have been identified as Growth Points and where we know queuing traffic, at certain times of the day, is an issue.

Freight movements will need to be monitored. Concerns regarding freight (in particular HGVs) are frequently raised by residents, especially those living in rural communities.

Accessibility is a key priority for Staffordshire's residents. Improving accessibility in rural areas of the county will be challenging as the demand is low and those in need are often dispersed. Improving accessibility in urban areas of the county poses other challenges. Whilst bus services are more common, for some potential users they are still inaccessible because they fear crime, are unable to reach the bus stop etc.

Through the powers provided by the Local Transport Act 2008, the County Council can take appropriate steps to meet local transport needs in the light of local circumstances. The Act gives local authorities a mix of powers to improve the quality of local bus services, as well as the ability to review and propose their own arrangements for local transport governance to support more coherent planning and delivery of local transport. These powers will need to be explored during the period of the emerging LTP.

The County Council will need to work with developers and district and borough councils to ensure that developments are located in accessible locations, where access can be gained by public transport, on foot or bicycle. It will also, where appropriate, need to encourage service providers to take their services to communities and/or direct to residents, thus reducing the need to travel.

Over the last decade, Staffordshire has experienced a considerable reduction in the number and severity of road accidents, and the County Council is keen to remain one of the leaders in the field of casualty reduction. However, it will be difficult to maintain the same rate of improvement. The authority's attention is likely to focus on those groups and areas most prone to accidents, as well as reducing the cost to the community of road accidents.

It can be argued that highway maintenance underpins everything the LTP is trying to achieve. Therefore, it is imperative that the LTP ensures the highway network and its assets are managed in an effective and efficient manner through the implementation of Staffordshire's Transport Asset Management Plan.

The Rights of Way Network Improvement Plan will form a key element of the LTP. The value of Staffordshire's Rights of Way Network in terms of benefits to health and the tourist economy must be emphasised.

Opportunities to recycle materials during highway activities should be maximised, together with acquiring locally sourced materials. In so doing, the impact on the environment will be reduced and the maximum benefit will be gained from Staffordshire's finite resources.



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