

# East Staffordshire Borough Integrated Transport Strategy 2014 - 2031



Staffordshire  
County Council

April 2014

# EAST STAFFORDSHIRE BOROUGH INTEGRATED TRANSPORT STRATEGY 2014-2031

## 1. Introduction

- 1.1 Integrated Transport Strategies have been developed for the eight District / Boroughs in Staffordshire to help prioritise the County Council's expenditure on transport improvements and secure potential resources including developer contributions and Government funds. They are also informing the District / Borough Council local plan process.
- 1.2 The Government has confirmed its commitment to devolving economic power to all Local Enterprise Partnerships (LEPs) through the creation of a Local Growth Fund (LGF) which will be formally allocated to the LEP through Growth Deals. European funds may also become available for transport, through Growth Deals.
- 1.3 A significant level of transport funding has been transferred to the LGF as transport has been identified as central to local economic development. The allocation of the Local Growth Fund and European funds will be determined through Strategic Economic Plans produced by the LEPs for the period 2015/16 to 2020/21. Allocations will be based on the strength of the Strategic Economic Plan in terms of identifying effective and speedy delivery of transport schemes and robust value for money evidence. LEP Growth Deals are expected to be announced by July 2014. LEPs are required to work with Local Transport Bodies to identify the priorities for transport spending for inclusion in the Economic Plan and this Integrated Transport Strategy and its evidence base have helped to inform this work.
- 1.4 The delivery of this updated Integrated Transport Strategy will help to achieve the following County Council Priority Outcomes:

***Staffordshire is a place where people can easily and safely access everyday facilities and activities through the highways and transport networks***

***Staffordshire's economy prospers and grows, together with jobs, skills, qualifications and aspirations to support it***

***Staffordshire's communities proactively tackle climate change, gaining financial benefit and reducing carbon emissions***

- 1.5 It will also help to achieve the following East Staffordshire Borough Council Corporate Priorities:
- Supporting economic growth
  - Promoting well-being
  - Tackling the cost of living crisis by 'delivering with less'
- 1.6 In 2011, we consulted communities and stakeholders on the Integrated Transport Strategies. Many useful comments and ideas were received which have helped to shape this Strategy for East Staffordshire. Our response to all representations is provided in: Report on the Outcome of the Consultation Process 2011/12 at: <http://www.staffordshire.gov.uk/transport/transportplanning/localtransportplan/districtintegratedtransportstrategies.aspx>

- 1.7 Consultation responses were received from the Highways Agency regarding their network and its interaction with the local road network and communities. They support partnership working to manage peak hour congestion on the A38, A50 trunk roads and adjacent local roads, including junction improvements. Centro, the West Midlands Integrated Transport Authority, requested that the extension of the electrified Cross City line service north from Lichfield to Burton upon Trent be included in the Strategy. Arriva advised that public transport proposals should be delivered in the short term and expressed their support for real time bus passenger information. However Arriva was concerned that there were no solutions in the Strategy to solve delays for buses in Burton upon Trent and that there were no transport priorities identified for Uttoxeter. They also requested engagement at an early stage in the planning of housing and employment sites. These matters have been addressed in this current version of the Strategy.
- 1.8 Consultation events took place in 2013 on the Draft East Staffordshire Borough Integrated Transport Strategy with Parish, District and County Councillors. They were informed about how the strategy has been developed through transport studies, previous consultations and in accordance with the emerging local plan and recent planning decisions. The main concerns raised included a lack of new highway infrastructure in the west and north of Burton-upon-Trent to mitigate traffic pressures in local residential areas and the impact of development sites and highway infrastructure proposed by the Highways Agency along the A50(T) at Uttoxeter.

## **2. Borough Profile**

- 2.1 The Borough of East Staffordshire borders the East Midlands region and has close links with Derbyshire. It is mainly rural in character and key services, facilities and employment opportunities are provided in the main settlement of Burton upon Trent. Uttoxeter also provides important services to its surrounding rural hinterland. Pockets of deprivation in East Staffordshire are only evident in the inner areas of Burton upon Trent.
- 2.2 The main highway corridors are the A38(T) which runs directly to the west of Burton upon Trent and the A50(T) close to Uttoxeter. The A5121, A515, A444 and A511 local routes also serve Burton upon Trent. Burton upon Trent rail station is managed by East Midlands Trains and has good Cross Country rail connections to Birmingham and Derby. Uttoxeter rail station is both managed and served by East Midlands Trains to Derby and Crewe. North Staffordshire Community Rail Partnership also helps to manage Uttoxeter rail station.
- 2.3 Staffordshire County Council currently has limited direct input into the rail industry. Train operating companies (TOCs) are private companies, paid to run an area's services by Central government. The government also pays Network Rail to manage and maintain the rail network, and the ORR (Office for Rail Regulation) to regulate Network Rail and TOCs. The County Council will therefore work with TOCs, Network Rail and other local authorities to invest in the rail network and improve connectivity.
- 2.4 The Borough is served by local bus services within and between settlements, and bus interchanges at Bradley Street, Uttoxeter, and New Street, Burton upon Trent. Uttoxeter's bus network is comprehensive but infrequent and is run by a large number of different bus operators. Burton upon Trent has an extensive network of bus

services operating in the Burton upon Trent urban area, focusing on serving the town centre. There are three main local bus operators in Burton upon Trent with the predominant provider being Arriva Midlands.

- 2.5 Bus services are also supported by Community Transport schemes. The well established East Staffordshire Mobility Link operates a district-wide minibuss and voluntary car service. This is enhanced by a separate car based service run by volunteers specifically for Abbots Bromley residents, East Staffordshire residents can also use community transport services operating in Ashbourne and the Denstone Voluntary Car Scheme also operates serving Denstone residents.
- 2.6 Census information indicates a relatively high proportion of short work trips in Burton upon Trent and also a high proportion of commuter trips by car from surrounding towns and villages. Only 4% of work journeys in the Borough are by bus and less than 1% are by train, however walking and cycling levels are above the national average. Congestion is a concern for local residents in Burton upon Trent and high volumes of traffic are prevalent on the A38(T) to the north of Burton upon Trent, resulting in reduced journey time reliability. Traffic congestion has also contributed to the declaration of two Air Quality Management Areas in Burton upon Trent along the A5121/A511 and at the A444 St. Peter's Bridge junction in Stapenhill.
- 2.7 An analysis of travelling conditions experienced by road users on key local routes in Burton upon Trent and Uttoxeter has been completed for the 8-9 AM peak and 5-6 PM peak using Department for Transport GPS Trafficmaster data. This congestion data is available annually and will be regularly monitored to help justify and inform the Transport Strategy in Section 6.
- 2.8 Delays are calculated by comparing night-time to peak hour journey times. Normalised delay is defined as the delay in seconds expressed as a percentage of free flow travel time. Delays recorded above 100% represent journeys that are more than twice as long during the peak hour compared to free flow travel conditions. The reliability of individual routes has also been assessed and expressed as a % variability of the weekly average travel time in the peak hours. So the smaller the % value returned, the more 'reliable' the route is. A heavily congested route can have good journey time reliability if travellers queue consistently.
- 2.9 When the data is compared with the previous three years, delays in Burton upon Trent appear to have reduced along many routes. In addition, our recent review of the Burton upon Trent SATURN transport model revealed limited change in local traffic volumes between 2007 and 2013. The 2011/12 Trafficmaster dataset is currently being analysed and the 2010/11 data analysis concludes the following:
  - Highest delays in the AM peak are on Stanton Road (7.5 minutes), Stapenhill Road northbound (3 minutes) and Main Street (5 minutes)
  - Highest delays in the PM peak are on Union Street northbound (5 minutes) Stanton Road (5.5minutes) and Main Street (5 minutes)
  - The least reliable routes in the AM are Main Street/Rosliston Road and Stanton Road (40-48%), Orchard Street and Union Street/Station Street (24-32%)
  - The least reliable routes in the PM are Orchard Street, Union Street/Station Street northbound (32-40%), Derby Road, Derby Street, Union St / Station St and Orchard Street southbound (24-32%).

- 2.10 East Staffordshire Borough Council passed an Order for the declaration of two Air Quality Management Areas (AQMAs) in Burton upon Trent due to nitrogen dioxide (NO<sup>2</sup>) from road traffic in 2007. The first and largest is centered on the A5121 / A511 Derby Turn and the routes that lead away from the roundabout, and the second, smaller AQMA is confined to the A5189 St. Peter's Bridge roundabout and part of A444 St. Peter's Street in Stapenhill.
- 2.11 In Uttoxeter, higher levels of delay and unreliability in 2011/12 were experienced during the PM peak. The least reliable route overall was the A518 Derby Road travelling outbound during the PM peak (42%). The B5030 Ashbourne Road travelling in both directions and the Derby Road inbound experienced reliability of 33/34% during the PM peak. The Ashbourne Road from 1715-1730 showed the highest levels of delay at 186% or an absolute delay of 2 minutes. This is a short route and meant that the overall route travel time was 3 times longer during the PM peak than in free flow conditions. During the AM peak the Ashbourne Road travelling inbound experiences the highest levels of delay (112% from 0830 to 0845) and the worst reliability (29%). These traffic issues are likely to be related to difficulties accessing the A50(T).

### **3 Recent Transport Achievements**

- 3.1 In 2012/13 there was a considerable reduction in funding available for transport schemes throughout the County. Improvements were therefore focused on making the best use of the existing highway network, concentrating on maintaining its condition and ensuring that we continue to reduce road casualties. In 2012/13, £2.1 million was spent by the County Council on delivering the bridge and highway maintenance programme throughout the Borough.
- 3.2 Targets to reduce road casualties are being achieved through education, enforcement and engineering measures. Safety in the Borough has been improved through anti-skid surfacing, vehicle actuated signs and 20mph speed limits outside schools. Safety schemes have also been implemented at Regents Park and Stapenhill Road / Spring Terrace junction both in Burton upon Trent.
- 3.3 Successful bids made by the County Council have enhanced funding levels for the Borough between 2013 and 2015. Local Pinch Point Funds of £1.894m were awarded in 2013 for the A50 to Alton Growth Corridor which includes major improvements to junctions at Rocester and Denstone. Both schemes are currently being delivered to schedule. Funding was secured from the Department for Transport's Cycle Safety Fund for improving the safety of cycling in Uttoxeter in 2013/14. The County Council has also potentially secured £2.34m from developers to help deliver the Transport Strategy for Burton upon Trent over the Local Plan period (subject to specific developments progressing).
- 3.4 Bus services have been maintained throughout 2013. Many urban residents in East Staffordshire now live within 350 metres of a bus stop with a better than half-hourly weekday service. This is achieved through the core commercial network and County Council subsidised services.
- 3.5 Enhanced bus passenger information, displaying timetabled departure times, was implemented in Burton upon Trent in 2011. The success of the scheme has been evaluated through interviews with 357 local residents. Overall, there was a positive

opinion amongst bus users, particularly 16 to 18 year olds. The majority of respondents found the enhanced passenger information to be very useful and easy to understand. The most popular measure that respondents stated would encourage more sustainable travel was the upgrading of electronic timetable information to real time bus passenger information.

- 3.6 Many bus stops now comply with disability discrimination legislation. Staffordshire County Council is also the national leader in discretionary travel allowance. A travel scheme, adopted in April 2011, allows free 24/7 bus transport to people of pensionable age or with a disability, plus their carer, and under 20s can travel anywhere within Staffordshire for just £1 per journey.

## **4 East Staffordshire Local Plan**

- 4.1 East Staffordshire Borough Council started the process of producing a Core Strategy in 2007 for the period to 2026 in line with the former Regional Spatial Strategy. Building on this work, a new Local Plan for East Staffordshire is being prepared looking ahead to 2031. In July 2012, the Council published a preferred consultation document and a further Pre-Submission consultation stage was completed in November 2013 with the Local Plan to be submitted for independent Examination on 11<sup>th</sup> April 2014.
- 4.2 The Borough Council's updated the Strategic Housing Market Area (SHMA) assessment that identifies the housing need as 11,648 houses from 2012 to 2031. Planning for this level of housing will enable the Council to fully meet its demographically derived housing requirements as well as supporting the projected growth of the economy and net employment gains. 4,790 dwellings are proposed on greenfield sites in Burton upon Trent with 1,683 on brownfield sites. The proposed allocation for Uttoxeter is 407 on brownfield and 1,150 on greenfield.
- 4.3 The updated Employment Land Review (August 2013) identifies the need for 40 hectares of employment land. This includes approximately 20 additional hectares of employment land proposed in Burton upon Trent, all of which are located at Lawns Farm/Branston Locks. An additional 10 hectares is located at Land West of Uttoxeter, adjacent to the A50(T) and a further 10 hectares continues to be allocated at Derby Road in Uttoxeter. These sites will be developed over the plan period for a variety of employment uses, in particular B1 and B8. The Council wishes to provide a range of job opportunities to support a growing population.
- 4.4 In addition, planning permission has been secured to deliver significant new housing and employment at Drakelow in South Derbyshire District, to the south east of Burton upon Trent. Drakelow Park proposals consist of around 2,200 dwellings, an employment park and two local service centres. Even though it is in South Derbyshire, the main service centre for the development would be Burton upon Trent. Therefore this amount of development would affect the Burton upon Trent transport network, specifically St Peter's Bridge.

## **5 Transport Evidence to Support the Emerging Local Plan**

- 5.1 A Transport Study was completed by Atkins Consultants during 2007 and 2009 as part of the Borough Council's work on developing their Core Strategy. A SATURN traffic model was developed for Burton upon Trent to help identify the most

sustainable locations, in transport terms, for new housing and employment development in the town and understand the potential implications on the transport network. The study concluded that the success of delivering housing and employment growth in Burton upon Trent will be dependent on maximising development within the existing urban area and finding the best location for sustainable urban extensions, supported by a wider sustainable transport strategy. A Transport Strategy was developed to help accommodate the emerging housing and employment allocations of the Borough Council at that time.

- 5.2 The 2009 Study tested the likely benefits of providing three 7.3m, 40mph new roads, including a Beamhill Link Road between the A511 and B5017 (including a link to the hospital), Lawns Farm Link Road from the B5017 through the site to A38(T) and a Link Road from Main Street through Branston South to the A38(T). It concluded that, with the delivery of all three roads, there would be beneficial effects leading to an overall reduction in traffic volumes. However they would provide more relief to the rural roads than the urban network, including village roads through Anslow, Tatenhill and Rough Hay. They provide additional road capacity, but do not fully address delays in Burton town centre and high traffic demand is expected to continue on routes such as A511 Tutbury Road and Horninglow Road. The model indicates that a Lawns Farm Link Road, at a 7.3m/40mph standard, would be heavily utilised as it provides a link to the A38(T). The provision of a new link to the hospital could provide benefits for the Shobnall Road/Shobnall Street junction which is difficult to improve.
- 5.3 The Transport Study has been revisited in 2013 to assess the Borough Council's revised emerging Pre-Submission spatial strategy which includes a lower level of housing and employment compared to the 2009 option. A comparison has been made between the 2009 and 2013 spatial options to demonstrate the difference in impact of the two scenarios and the feasibility of the Pre-Submission option. The outcome of this work has helped to identify any necessary changes to the Transport Strategy.
- 5.4 It is considered that the Pre-Submission spatial option has helped to address the transport problems that may have been created by the higher quantity and distribution of development proposed in the previous 2009 option. In the 2009 option, housing growth focused on the Beamhill area rather than Branston Locks. In general, flows on the local network across Burton upon Trent are lower with the Pre-Submission option due to the change in distribution and lower levels of proposed housing and employment. Further detailed conclusions can also be drawn from the Study:
  - There is less congestion on the local network caused by the new option and higher average vehicle speeds, particularly in the PM peak
  - Traffic flows on the A38(T) are significantly lower with less traffic travelling to and from major developments along the A38(T)
  - There are fewer queuing and capacity issues at junctions and links with the new option. In the AM, this is notable at A38(T) Branston Interchange, along Forest Road, Horninglow Road north, St Peter's Bridge, Stapenhill Road, Wellington Street, Derby Street and Union Street. In the PM peak it is noticeable at St Peter's Bridge, Shobnall Road, Derby Street, Derby Road, High Street, Guild Street and local roads, including the A511, around Horninglow and Outwoods

- The only locations where traffic impact is greater in the Pre-Submission option are Derby Road (north of Hawkins Lane), Horninglow Street in the PM peak, and Bitham Lane (Stretton) in the AM peak.
- Although the Pre-Submission option has improved network performance, the following locations may still require further investigations regarding potential mitigation:
  - B5018 Branston Road corridor including Wellington Road/Main Street junction
  - Shobnall Road corridor
  - St Peter's Bridge, A444 Stanton Road and Main Street
  - Wellington Street/Derby Street/Derby Road corridor
  - A511 Burton Bridge and Horninglow Street
  - A511 Tutbury Road/Horninglow Road corridor and local roads including Bitham Lane and Rolleston Road
  - Union Street

5.5 The Transport Strategy for Burton upon Trent is also guided by the outcome of Transport Assessments that have been produced during 2012 and 2013 by developers promoting Land South of Forest Road, Red House Farm, Land South of Branston, Branston Locks, Beamhill and Branston Depot. The Assessments consider the operational implications of traffic flows forecast to be generated from proposed developments including detailed junction analysis. Forecast flows within these Transport Assessments have been estimated using the County Council's SATURN model. The mitigation measures recommended by developers and agreed with the County Council are taken into account within this Transport Strategy.

5.6 An analysis has been completed using Accession to compare accessibility by cycling and public transport for the new Pre-Submission option and the 2009 option. It concludes that the town centre is more accessible by cycle from new developments in the Pre-Submission option. However the two options are very similar in terms of access to a half hourly or better bus service within 350m of the new development. Only 26% of sites within the Pre-Submission option have access to an existing service which emphasises the need for an enhanced bus network within the Transport Strategy.

## **6 Transport Strategy**

6.1 The Transport Strategy explains how we intend to deliver the following Economic Prosperity and Community priorities of East Staffordshire that will also help to achieve the Priority Outcomes of the County Council's Strategic Plan as detailed in paragraph 1.4. The Strategy is consistent with the LEP Strategic Economic Plan and the emerging Local Plan. Delivery will be through a combination of countywide initiatives, connectivity proposals in the Borough, schemes identified in the Divisional Highway Programme and Local Transport Packages for Burton upon Trent and Uttoxeter. The Strategy is summarised in Appendix 1 and illustrated in the Figures provided in Appendix 2.



### **ECONOMIC PROSPERITY**

- Accommodate strategic greenfield housing and employment sites on the A38(T) and Burton upon Trent's local road network
- Manage peak hour traffic levels in Burton upon Trent and carbon emissions
- Enhance public transport interchanges and connectivity to strategic services and facilities in Burton upon Trent
- Accommodate sustainable development on local roads in Uttoxeter and at junctions with the A50(T)

### **COMMUNITIES**

- Maintain the condition and safety of the highway network
- Improve public transport connectivity and quality of life for local communities
- Manage traffic levels within Air Quality Management Areas in Burton upon Trent
- Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles, helping to reduce carbon emissions

### **Divisional Highway Programme**

6.2 The Divisional Highway Programme for East Staffordshire gives County Councillors the opportunity to directly input into delivery programmes. Councillors work closely with Community Highway Managers, Parish Councils, community groups and other stakeholders to ensure local concerns and challenges are identified and priorities are established, taking into account financial constraints. The Divisional Highway Programme is reviewed twice a year and gives an overview of highway and transport concerns within the local area, such as pedestrian safety, safety and congestion issues at local junctions, school traffic, HGV routing, speeding through villages, parking issues and rat-running on inappropriate roads. The main issues raised in 2013/14 by Councillors within the Borough, outside Burton upon Trent and Uttoxeter, include the following:

- Traffic management and speed limit review in Barton under Needwood
- Traffic management in Rolleston on Dove, Newborough, Yoxall and Tattenhill
- Pedestrian improvements in Hanbury
- Signing and speed limit review in Tutbury

6.3 Community issues have also arisen through public consultations on recent planning applications for major development sites at Beamhill, Branston Locks and Red House Farm (appeal site). As a result, traffic management measures may be required in the settlements of Anslow, Tatenhill, Shobnall and Stretton.

### **Connectivity in the Borough**

6.4 Throughout the Strategy period, bus improvements will focus on providing Real Time Bus Passenger Information (RTPI), making use of technology to improve service information and journey time reliability. Existing bus routes will also be formally reviewed in terms of their efficiency, reliability and ease of use as part of a Transport Review.

- 6.5 The County Council will continue to work in partnership with the rail industry to maintain rail services at Burton upon Trent and Uttoxeter rail stations. Major improvements to the forecourt at Burton upon Trent are also proposed. Unfortunately there have been problems regarding the delivery of this scheme, however Networks Rail's consultants URS are currently working towards delivering a solution. Significant environmental improvements have been delivered at Uttoxeter rail station through the North Staffordshire Community Rail Partnership and the pedestrian level crossing has now been replaced with an overbridge to remove safety and accessibility concerns.
- 6.6 The County Council is developing a Rail Strategy to complement the District Integrated Transport Strategies. A Rail Summit was held in 2013 to help confirm policy support and priorities for rail investment in Staffordshire. Possible rail enhancements benefiting East Staffordshire include the extension of the electrified Cross City line service north from Lichfield to Burton upon Trent and improved capacity and journey times on the North Staffordshire Line to Uttoxeter.
- 6.7 A contribution to the health and wellbeing agenda will be achieved by improving facilities that encourage walking and cycling. The priority is to deliver a new cycle route to improve safety for cyclists in Uttoxeter between A518 Town Meadows Way, Derby Road and the A50. Walking and cycling links within and to the town centre of Burton upon Trent will also be enhanced where resources permit.
- 6.8 The A50 to Alton Growth Corridor is located in both East Staffordshire and Staffordshire Moorlands and will improve connectivity to significant employment growth proposed at JCB Rocester and Alton Towers Resort. The improvements will be delivered by March 2015, providing reduced delays along the corridor, reduced accidents and community benefits.

### **Burton upon Trent Local Transport Package**

- 6.9 The Burton upon Trent Local Transport Package focuses on mitigating the potential impact of traffic generated from housing and employment growth in the Pre-Submission document. It deals with the residual issues that are likely to remain on the highway network that have been identified in the Transport Study and Transport Assessments produced by developers. Highway measures will be complemented by extensive delivery of sustainable travel initiatives. The package is illustrated in Appendix 2, Figure 1.
- **A38(T) Corridor**  
Staffordshire County Council and the Highways Agency will work in partnership to manage traffic levels on the A38(T). The A38(T) is under consideration, alongside the A50(T)/A500(T) to be selected as a trial location for a managed motorways style Smarter Running scheme on a trunk road. This would involve similar measures to those currently being delivered on many of the counties busiest sections of motorway such as M6 junctions 10 to 13, but exactly which measures, and when the trial will happen, is subject to a study currently being undertaken by the Highways Agency. Potential initiatives could include the installation of vehicle detection and information on speeds and congestion problems, linked to Variable Message Signs displaying route guidance and speed controls.

A safety scheme has been designed by the Highways Agency for the A38(T) Claymills junction to address current safety and collision issues, although the scheme has yet to be programmed for delivery. In addition, A38(T) capacity improvements will be provided by developers in the form of a new signalised junction at Barton Turn and signalisation and widening of the Branston Interchange. Land South of Branston will be accessed via a 'left in left out' access off the A38(T) southbound south of Branston Interchange.

- **Walton-on-Trent Bypass (South Derbyshire District)**

A new bridge crossing of the River Trent to the north of Walton village will be provided by the developers of Drakelow, through a S106 agreement, to improve access and increase highway capacity between the A38(T) and destinations to the east of the river.

- **Branston Locks Access Road**

A new road will be provided by the developers of Branston Locks creating access to Shobnall Road and Branston Road. The through road should not compromise the overall design integrity of the scheme. It will be designed to maximise access opportunities for residents of this major development site, including the provision of a new bus service along the route. It may also have the potential to ease traffic flows on local roads such as Wellington Road and Parkway.

- **A5189 St Peter's Bridge and A444**

Capacity issues on St. Peter's Bridge and on the A444 are expected to be relieved through the delivery of an additional westbound lane over the bridge and improvements to the Stapenhill Road junction. The scheme is expected to help manage peak hour congestion, improve journey time reliability and minimise the impact of traffic on air quality. A study produced by consultants in 2009 identified that the proposal would achieve a 12% journey time reduction (averaged over both peaks) in 2016 and would benefit the Air Quality Management Area. Proposals include improvements to Stapenhill Viaduct and Ferry Bridge for cyclist and pedestrians, running parallel to St. Peter's Bridge and providing a convenient, well used segregated walking and cycling link (NCN63).

Junction improvements along A444 Stanton Road, that complement proposals for St Peter's Bridge, and continued improvements along the length of NCN63, will also be considered to deal with local safety and access issues.

- **Local Transport Corridors**

- **B5108 Branston Road Corridor**

Consider measures to reduce the forecast traffic impact at the Orchard Street Branston Road junction and the Wellington Road junctions with Parkway and Main Street, taking into account the potential impact of the proposed Branston Locks Access Road. There is also the potential to reduce traffic flows through sustainable transport measures, including new bus services.

- **B5017 Shobnall Road Corridor**

Consider measures to reduce the impact of development traffic on the B5017 between Wellington Road and Postern Road, taking into account local community concerns, safety concerns around Shobnall Primary School and

access to the hospital. Sustainable travel will also be encouraged along the corridor to help reduce traffic levels.

- **A511 Tutbury Road Corridor**  
Consider measures to reduce the impact of development traffic on the A511 and surrounding local network between Calais Road and Longhedge Lane, including junction improvements and sustainable transport measures.
- **A511 Town Centre Corridor**  
Review and upgrade the town centre Urban Traffic Control system between Derby Turn and A444 Stapenhill Road. A signal improvement scheme will be delivered by developers at the Hawkins Lane/Horninglow Road junctions and consideration will be given to improving safety, air quality and pedestrian facilities at Derby Turn. The promotion of sustainable travel to the town centre will also have the potential to reduce traffic impact along this corridor.
- **A5121 Derby Road Corridor**  
Review traffic and air quality conditions along Wellington Street, Derby Street and Derby Road and identify potential improvements for all mode of transport.
- **Town Centre Traffic Management**  
Evidence suggests that traffic capacity is a concern along the town centre B5018 Orchard Street, Union Street and Guild Street corridor. Current proposals for Union Street will be reviewed and implemented as resources permit.

New Street is the town centre's busy bus interchange and in order to maximise the potential for bus travel to the town centre it is essential that high quality bus services and facilities are delivered for Burton upon Trent. As part of a package of measures, there are proposals to review the traffic management arrangements in New Street and remove through traffic. This would create an improved environment, encouraging greater bus use and improved pedestrian safety.

There are also proposals to review the function and use of High Street. This would take into account the aspirations of the Borough Council to improve the attractiveness of the public realm in the town centre and enhance the pedestrian experience as part of Burton upon Trent's wider regeneration. Any future proposal would also need to consider bus connectivity to the town centre and managing peak hour traffic congestion.

- **Bus Provision**  
Bus measures proposed include Real Time Passenger Information for bus users, high quality town centre bus interchange and new and improved bus services. In partnership with the bus operators, existing bus services will be reviewed. During the emerging Local Plan period, changes will be made to the bus network to ensure maximum connectivity to major development sites. This will include increasing the frequency of existing services and potential new bus services serving Branston Locks, Beamhill, Land South of Branston and Drakelow, as illustrated in Appendix 2, Figure 2.
- **Enabling Active Travel**  
The County Council supports improved pedestrian permeability between shopping areas and encourages walking to reduce short distance car trips. Segregated

walking and cycling routes will also be implemented as resources permit to ensure that there are convenient and safe links to the town centre.

- **Sustainable Travel Promotion**

All new developments that are predicted to generate significant levels of traffic will be required to produce a Travel Plan with a commitment to delivering outcomes, which is stated in the new Local Plan policy. In order to further reduce forecast traffic levels, businesses in Burton upon Trent should be encouraged to develop Workplace Travel Plans that promote initiatives such as car sharing, sustainable travel, personalised journey planning, teleworking and flexible working hours. Targeted marketing initiatives in Burton upon Trent could include a combination of travel advice, discounted public transport tickets, better public transport information and local community events promoting walking and cycling. Schools in the town will also be encouraged to have Travel Plans in place during the plan period.

### **Uttoxeter Local Transport Package**

6.10 Evidence suggests that traffic congestion on local roads is not a significant problem in Uttoxeter, although the Highways Agency 2014 Route Based Strategy for North and East Midlands identifies that the A50(T) at Uttoxeter has junction capacity issues that are having an impact on the main carriageway. This section of the A50(T) also experiences a high proportion of heavy goods vehicles, partly due to the JCB site located at Uttoxeter. With appropriate infrastructure, there is the potential to deliver sustainable extensions to the town to help the Borough Council meet local housing and employment requirements. A study has also been commissioned, backed by local councillors, to identify a model to encourage people to see Uttoxeter as a place they would like to visit not only for local services, but also as a tourism, leisure and entertainment venue. The following priorities for Uttoxeter are illustrated in Appendix 2, Figure 3:

- Improve the operation and safety of the A50(T) around Uttoxeter to support local growth, jobs and housing
- Deliver the access and service requirements for developments proposed in the Pre-Submission Local Plan and emerging development east of Doveway and at the former JCB works in the town centre
- Increase connectivity to local jobs at JCB and Alton Towers Resort through the delivery of the A50(T) to Alton Growth Corridor transport improvements
- Potentially introduce a Smarter Running scheme on the A50(T) including the installation of vehicle detection and information on speeds and congestion problems
- Provide high quality walking and cycling links to the town centre.
- Complete cycle safety improvements between A518 Town Meadows Way, Derby Road and the A50(T)
- Provide further public realm and traffic management improvements in the town centre, as appropriate and as resources permit
- Enhance signing from Uttoxeter bus station to the town centre, the rail station and Uttoxeter Racecourse. The bus station is well located in the town centre however a review of the layout is proposed to improve safety and convenience for pedestrians
- Improve bus services and facilities

- Maintain services and facilities at Uttoxeter rail station through ongoing consultations with the rail industry and the North Staffordshire Community Rail Partnership

### **A50 Growth Corridor - A50 improvements around Uttoxeter**

- 6.11 The A50 Trunk Road forms part of the Highways Agency Strategic Road Network running through North Midlands linking the M6 in the west to the M1 in the east. The A50(T) improvements around Uttoxeter were announced in the 2013 National Infrastructure Plan to help relieve congestion at this location and support local growth, jobs and housing. Staffordshire County Council will deliver two grade-separated junctions (Projects A and B) on behalf of the Department for Transport and Highways Agency.
- 6.12 Following the announcement of this scheme, JCB has committed to investing £150m into their nearby factories creating 2,500 jobs. The scheme will also support other emerging housing and employment developments in Uttoxeter and other existing major employers along the A50(T).

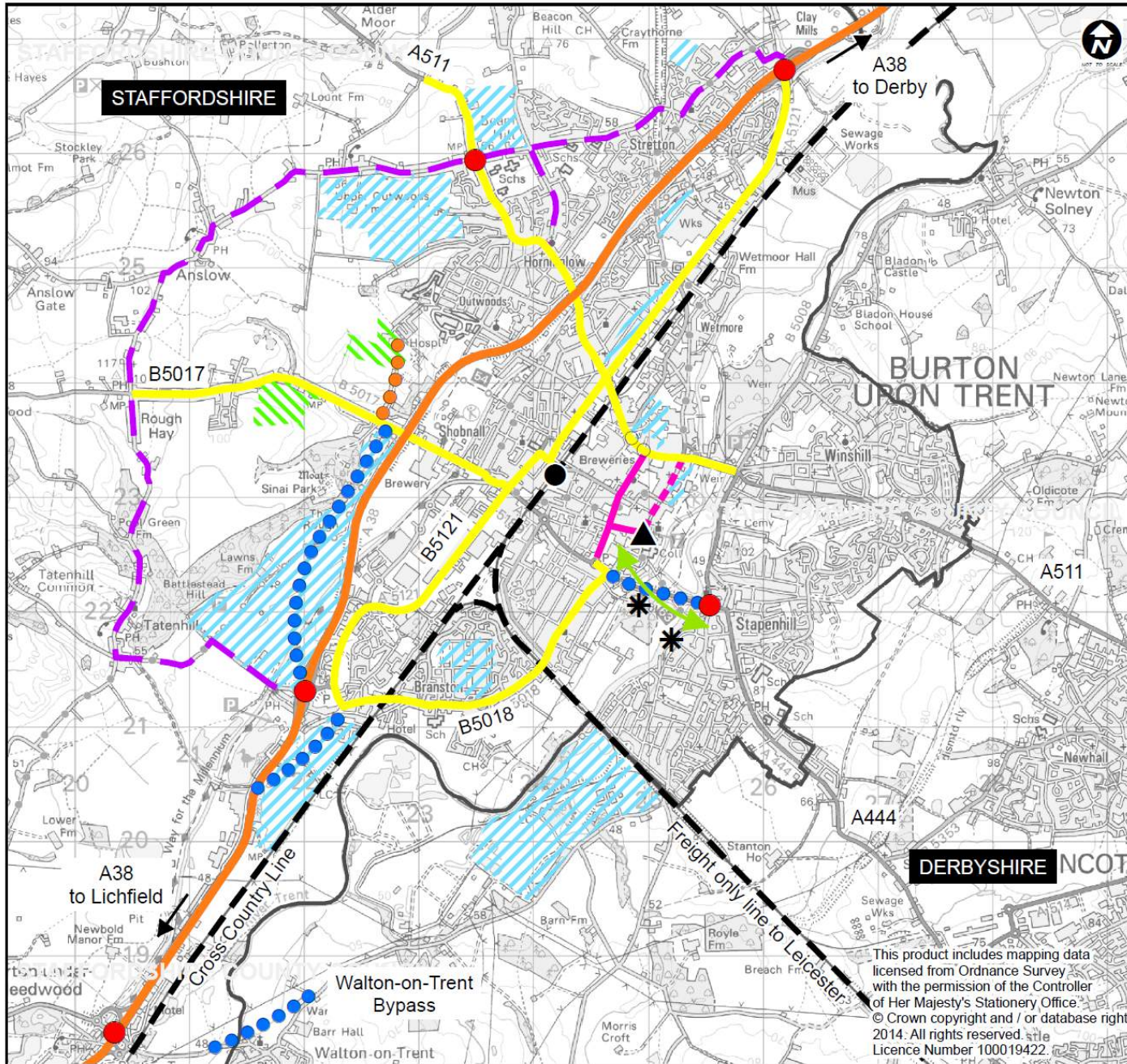
# APPENDIX 1: EAST STAFFORDSHIRE DISTRICT INTEGRATED TRANSPORT STRATEGY SUMMARY TABLE

PRIORITIES	PROPOSED STRATEGY	JUSTIFICATION / DELIVERY
<ul style="list-style-type: none"> <li>Accommodate strategic greenfield housing and employment sites on the A38(T) and Burton upon Trent's local road network</li> <li>Manage peak hour traffic levels in Burton upon Trent and carbon emissions</li> <li>Enhance public transport interchanges and connectivity to strategic services and facilities in Burton upon Trent</li> <li>Accommodate sustainable development on local roads in Uttoxeter and at junctions with the A50(T)</li> <li>Maintain the condition and safety of the highway network</li> <li>Improve public transport connectivity and quality of life for local communities</li> <li>Manage traffic levels within Air Quality Management Areas in Burton upon Trent</li> <li>Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles, helping to reduce carbon emissions</li> </ul>	<p><b>ECONOMIC PROSPERITY</b></p> <p><b>SHORT TERM – 3 YEARS</b></p> <ul style="list-style-type: none"> <li><b>Burton upon Trent Town Centre Local Transport Package:</b> <ul style="list-style-type: none"> <li><i>Town Centre:</i> Burton rail station forecourt improvements, enhanced New Street bus interchange, New Street access-only, upgrade existing Enhanced Passenger Information to Real Time Bus Passenger Information (RTPI), traffic management on Orchard Street, Union Street and Guild Street, upgrade Urban Traffic Control, signal improvements at Hawkins Lane/Horninglow Road junctions, Derby Road corridor / Derby Turn capacity, pedestrian and safety enhancements, and continued improvements along the length of NCN63</li> <li><i>Local Transport Corridors - A511 Tutbury Road, B5017, Shobnall Road and B5108 Branston Road:</i> traffic management, junction improvements, bus service improvements, bus stop upgrades, walking and cycling improvements</li> <li>Walton-on-Trent bypass across River Trent to A38(T)</li> <li>A38(T) Claymills junction safety improvement (Burton upon Trent north)</li> </ul> </li> <li><b>Uttoxeter Local Transport Package:</b> A50(T) Improvements around Uttoxeter, walking and cycling links into and around the town centre and between bus/rail stations and the racecourse, complete the new cycle link between A518 and A50(T)</li> <li>A50(T) to Alton Growth Corridor transport improvements</li> <li>Maintain rail services and facilities at Burton upon Trent and Uttoxeter stations</li> </ul> <p><b>LONG TERM UP TO 2031</b></p> <ul style="list-style-type: none"> <li><b>Burton upon Trent Town Centre Local Transport Package:</b> New and enhanced bus services to Sustainable Urban Extensions, Branston Locks Access Road, A38(T) junction improvements (Branston and Barton Turn), St. Peter's Bridge third lane and improvement to junction with Stapenhill Road, enhance Stapenhill Viaduct/Ferry Bridge, potential High Street pedestrianisation, extend RTPI to all routes and continued delivery of Local Transport Corridor improvements</li> <li><b>Uttoxeter Local Transport Package:</b> Improved bus station and bus services to development sites, further public realm and traffic management in the town centre</li> <li>A38(T) Burton upon Trent and A50(T) Uttoxeter Highways Agency Smarter Running proposals</li> <li>Extension of the electrified Cross City Line service north from Lichfield to Burton upon Trent</li> <li>Improved capacity and journey times on the North Staffordshire Line to Uttoxeter</li> </ul> <p><b>COUNTYWIDE INITIATIVES (2013/14)</b></p> <ul style="list-style-type: none"> <li>Maintenance programme (including St. Peter's Bridge and Ferry Bridge, Burton upon Trent)</li> <li>20mph zones, speed limit review and parking and loading restrictions through Clear Streets</li> <li>Driver training and road safety education and training in schools</li> <li>Subsidised bus services, community transport, concessionary fares scheme and bus service information</li> <li>Promoting sustainable travel and school travel planning</li> <li>Careful consideration of any requests to restrict lorry movements in line with actions and priorities in the Local Transport Plan Freight Strategy (2011)</li> <li>Promotion of 'superfast' broadband</li> </ul> <p><b>DIVISIONAL HIGHWAY PROGRAMME AND LOCAL SAFETY ISSUES (2013/14)</b></p> <ul style="list-style-type: none"> <li>Traffic management and speed limit review in Barton under Needwood</li> <li>Traffic management in Rolleston on Dove, Newborough, Yoxall and Tattenhill</li> <li>Pedestrian improvements in Hanbury</li> <li>Signing and speed limit review in Tutbury</li> <li>Potential traffic management in Anslow, Tatenhill, Shobnall and Stretton to help mitigate development traffic</li> <li>Consideration of junction improvements along A444 Stanton Road</li> </ul>	<ul style="list-style-type: none"> <li>Value for money will be achieved through delivering local transport packages by pooling public and private sector resources. Future public funding will be secured through LEP Growth Deals</li> <li>Transport Assessments will determine the final measures required to be delivered by developers and refusal is only likely on transport grounds where the impact of the development is severe</li> <li>The Borough Council is expected to produce a S123 list of infrastructure accompanying the Community Infrastructure Levy (CIL) Charging Schedule. The S123 list cannot be funded by S106</li> <li>Priorities will be reviewed in line with the emerging Local Plan which will be examined by an independent Inspector.</li> <li>Scheme delivery will acknowledge the design principles in Manual for Streets and available guidance on the historic environment, habitats and the Urban Forest</li> <li>Priorities for rail enhancement will be confirmed in a Rail Strategy for Staffordshire</li> <li>The County Council will support the Highways Agency in delivering schemes to manage congestion on the A50(T) and A38(T)</li> <li>The Health and Wellbeing Agenda will be supported through capital investment in the walking and cycling network</li> <li>Congestion will be monitored annually with GPS Trafficmaster Data.</li> </ul> <ul style="list-style-type: none"> <li>Initiatives are generally expected to be funded by County Council capital and revenue funds as resources permit.</li> <li>The County Council and LEP will act as leaders in the development and the raising of funds to deliver superfast broadband.</li> <li>Maintenance will be the main area of County Council expenditure within the strategy period and works will be guided by the Transport Asset Management Plan (TAMP).</li> <li>Areas targeted for delivery will be influenced by community consultation and data that identifies need.</li> <li>Criteria will be set to determine which non-commercial bus services can be supported by the County Council.</li> <li>Travel planning and targeted sustainable transport marketing initiatives are particularly important in Stafford to help reduce forecast growth in traffic.</li> </ul> <ul style="list-style-type: none"> <li>Each Councillor has a budget of £10,000 for delivery of local minor improvements promoted through the DHP. Feasibility studies will be completed on potential schemes that emerge through the DHP process to determine if they should be delivered and whether they should be funded through the Councillor's budget or require additional funding.</li> <li>Scheme costs will be closely monitored to ensure value for money.</li> <li>Value for money will be maximised when initiatives complement other proposals in the Strategy.</li> </ul>



Appendix 2

Figure 1  
Burton-upon-Trent  
Local Transport Package



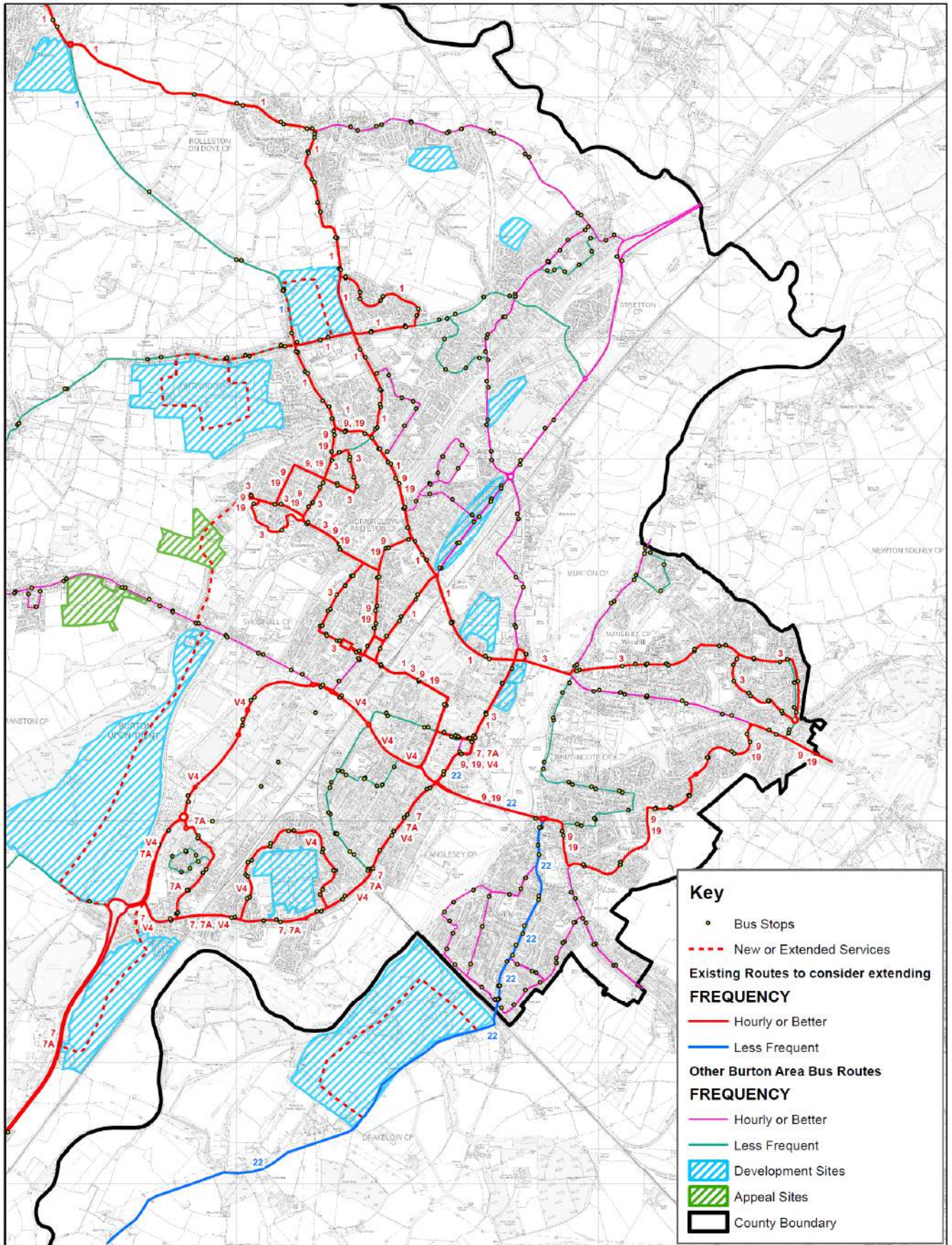
- County Boundary
- Pre Submission New Development Sites
- Appeal Sites
- New Street Bus Interchange Enhancement
- Burton Rail Station Forecourt Improvements
- Junction Improvements
- Bridge Strengthening (Ferry Bridge & St. Peter's Bridge)
- Town Centre Traffic Management
- Potential A38(T) Smart Running Scheme
- Transport Improvement Corridor
- Cycling and Walking Enhancements (Stapenhill Viaduct)
- Potential High Street Pedestrianisation
- Traffic Management
- Highway Schemes
- Bus Only & Emergency Access

NB. Proposed Bus Service Enhancements (Refer to Appendix 2, Figure 2)

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Appendix 2 - Figure 2: Potential Bus Services

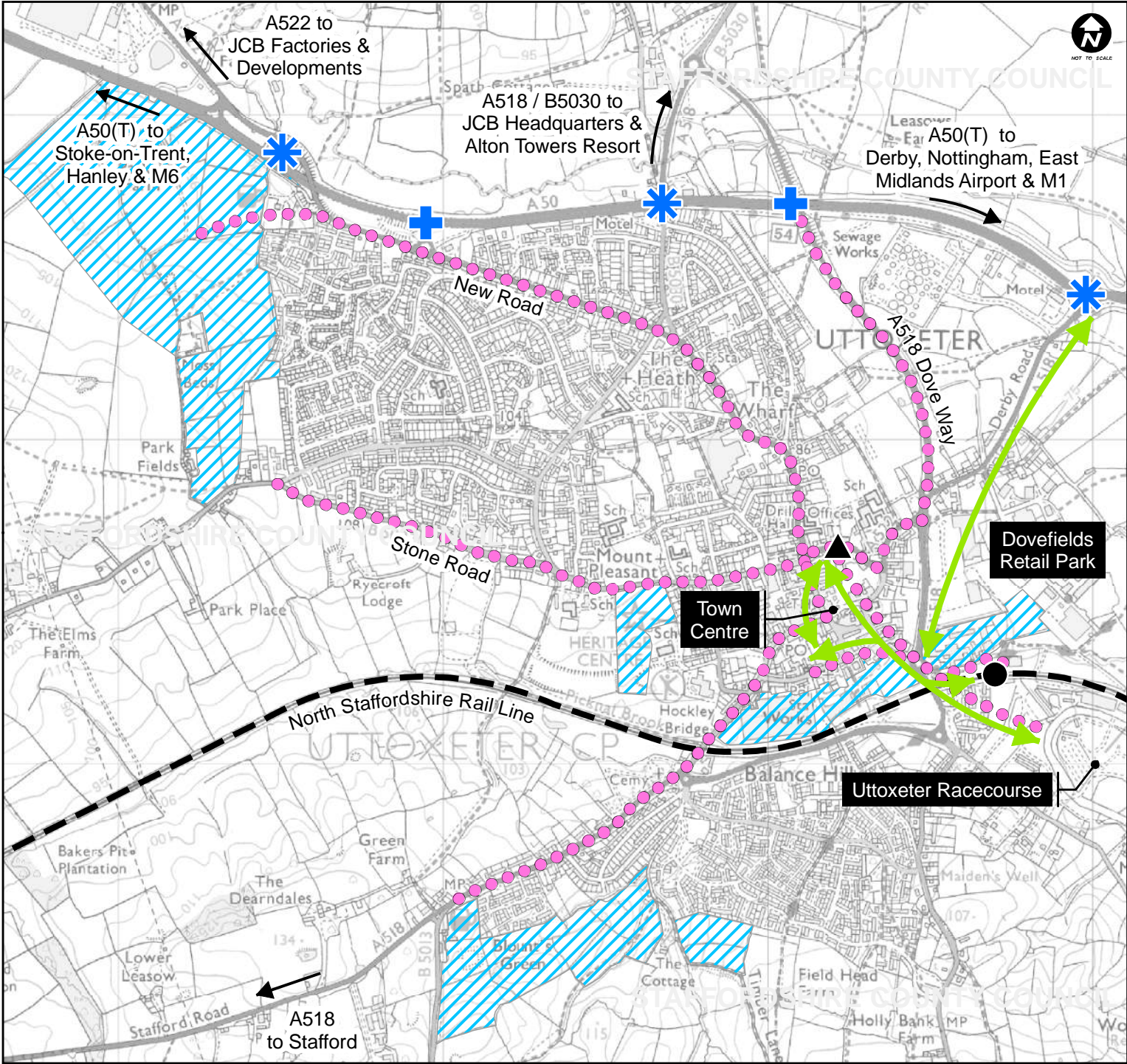









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Figure 3  
Uttoxeter  
Local Transport Package



-  Pre Submission New Development Sites
-  Cycling and Walking Enhancements
-  Improved Bus Services and Facilities
-  A50(T) Junction Closures
-  A50(T) Growth Corridor New Grade Separated Junctions
-  Uttoxeter Rail Station
-  Uttoxeter Bus Station

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