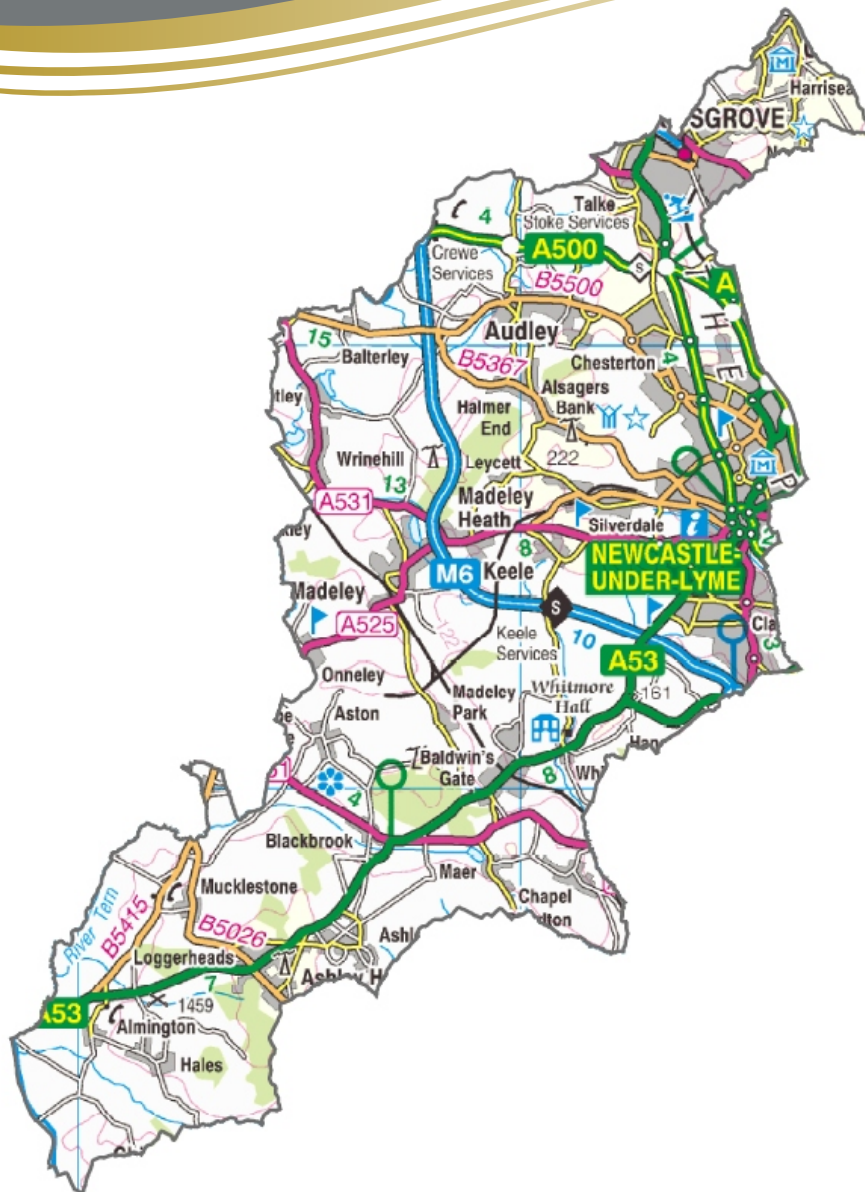


# Draft Newcastle-under-Lyme Borough Integrated Transport Strategy 2015 - 2026



# NEWCASTLE-UNDER-LYME BOROUGH INTEGRATED TRANSPORT STRATEGY 2015 - 2026

## 1. Introduction

- 1.1 Integrated transport strategies have been developed for the eight Districts/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 Local Enterprise Partnerships (LEPs) through the creation of a Local Growth Fund (LGF) which has been formally allocated to the LEP through Growth Deals. European funds may also become available for promoting sustainable 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. Staffordshire and Stoke-on-Trent's allocation of the Local Growth Fund has been determined through the LEP's Strategic Economic Plan (SEP) for the period 2015/16 to 2020/21. Allocations are based on the strength of the SEP in terms of identifying effective and speedy delivery of transport schemes and evidence of robust value for money.
- 1.5 LEP Growth Deals were announced in July 2014 with Stoke on Trent and Staffordshire LEP receiving a minimum of £82.3m over the 6 years of the SEP. To improve connectivity and ease congestion in the North Staffordshire Conurbation the Growth Deal included provisional approval for Etruria Valley Link Road, and a provisional £5m allocation of Local Sustainable Transport Fund funding to be spread across the LEP area. The integrated transport strategy helped to inform this work, and will continue to support bids for future rounds of LGF as the remainder of the money is allocated.
- 1.6 The delivery of the transport strategy will help to achieve the following County Council vision and outcomes for the population of Staffordshire:
- Vision:
- A 'Connected Staffordshire' where everyone has the opportunity to prosper, be healthy and happy***
- Outcomes:
- ***Be able to access more good jobs and feel the benefits of economic growth***
  - ***Be healthier and more independent***
  - ***Feel safer, happier and more supported in and by their community***
- 1.7 The Health and Wellbeing Agenda is a high priority for Staffordshire County Council and will be supported through capital investment in the walking and cycling network including the National Cycle Network and promotional activities delivered through Local Sustainable Transport Fund (LSTF) and other funding sources as they become available. Active Staffordshire has also been established to increase participation in physical activity across Staffordshire.

- 1.8 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 Newcastle-under-Lyme Borough. 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>
- 1.9 Comments during the consultation process focused on junction capacity and road safety improvements. There were various comments regarding cycle routes in the Borough and comments regarding the need to continue to support North Staffs Community Rail Partnership. The Highways Agency (now Highways England) highlighted the A50 and A500 as key routes which need to be improved to facilitate future investment. Arriva Buses commented that as well as the major routes, other routes less frequent should also be considered for improvements.
- 1.10 Since 2011 Staffordshire County Council has continued to take into account new data, information and views of stakeholders through ongoing discussions and interaction. These include Newcastle Borough Council, Network Rail, Highways England, local interest groups and the general public. All has been considered in the production of this strategy.
- 1.11 One new aspect of this strategy is the designation by Newcastle-under-Lyme Borough Council (NBC) of four Air Quality Management Areas (AQMA). These have been consulted on by NBC and the responses have been considered in this strategy.

## **2. Borough Profile**

- 2.1 Newcastle Borough has a population of 123,900 (2011 Census) and covers part of the North Staffordshire conurbation with a rural hinterland and a large area of green belt surrounding the urban area. The urban area provides significant employment and education opportunities, including Keele University and Science Park, and retail is focussed in the main market town of Newcastle. The Borough has areas of affluence, but also includes wards that fall into the most deprived in the country.
- 2.2 Newcastle has good connections to the national Strategic Highway Network including the M6 and the A500 trunk road, and is also served by significant routes including the A34 and A53 that carry both local and inter urban traffic. It is generally accepted that at peak times the Newcastle-under-Lyme highway network, particularly the ring road (A34 Lower Street/A52 Ryecroft/A527 Barracks Road), displays symptoms of congestion resulting in delays and variable journey times.

### Traffic Patterns

- 2.3 An analysis of travelling conditions experienced by road users between September 2011 and August 2012 on key routes in Newcastle has been completed for the 8-9 AM peak and 5-6 PM peak using 2011/12 Department for Transport GPS Trafficmaster data. This congestion data will be monitored and will help to justify and inform the Transport Strategy in Section 5.

2.4 The reliability of individual routes has been assessed and expressed as a % variability of the weekly average travel time in the peak hours. 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. All roads will have some variance and whilst we are always looking to improve the reliability of the road network, recordings below 20% are generally seen as normal.

2.5 The main trends are highlighted below:

- The most reliable roads surveyed are A53 Priory Road outbound PM and Town Centre clockwise at 11% variance, with A34 Liverpool Road outbound and inbound PM and A525 Keele Road outbound PM at 12% variance.
- In the AM peak the reliability of journeys into Newcastle Town Centre along A525 Keele Road has deteriorated from 14% to 24%, however in general western access into and out of Newcastle is more reliable than eastern access towards Stoke and the A500.
- For example reliability on A34 Liverpool road towards Kidsgrove has improved from 30% to 14% compared to AM peak journeys into Newcastle along A53 Etruria Road which have gone from 12% to 21% variance. Outbound traffic on Etruria Road is unreliable in both the AM and PM peak hours; however it has improved from AM 36% and PM 35% to 28% and 29% respectively.
- Journeys out of Newcastle town centre in the PM peak are least reliable on London Road (A34) travelling towards the A500 where they have risen from 24% to 39% variance.
- A527 Brampton Road is also unreliable with a 28% variance in the AM inbound peak and 30% in the outbound PM peak. However it has improved from 28% to 19% variance in the out bound PM peak. Cross boundary partnership working will therefore be needed on these routes.

#### Rail Access

2.6 Access to rail services on the West Coast Main Line is provided at Kidsgrove and Stoke-on-Trent rail stations. Kidsgrove has services to Stoke-on-Trent, Crewe, Manchester, and Derby and along the Trent Valley Line to London Euston. Access for the mobility impaired and those with heavy luggage and/or children has been a major issue at Kidsgrove Rail Station. The County Council is part of the North Staffordshire Community Rail Partnership which helps to maintain and improve facilities at stations on the North Staffordshire Line from Crewe to Derby via Kidsgrove.

2.7 Staffordshire County Council currently has limited direct input into the rail industry. Train operating companies (TOC's) 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 Office for Rail regulation (ORR) to regulate Network Rail and TOC's. TOC's calling at Kidsgrove Rail Station are: East Midlands Trains (EMT), London Midland (LM) and Northern Rail.

2.8 Staffordshire County Council is seeking to exert a greater influence on local rail services through engagement in the rail devolution proposals for West Midlands

Rail and Rail North. The latter is of paramount importance for Newcastle. Rail North is the organisation working to devolve responsibility for rail franchising from central government to the north of England local transport authorities. The County Council's involvement in Rail North will help to ensure services are maintained or improved at Kidsgrove and Stoke. The County Council also works with TOC's, Network Rail and other local authorities to invest in the rail network and improve connectivity.

### Bus Services

- 2.9 The Borough is served by a good core bus network of inter-urban and local routes and benefits from a central bus station situated in close proximity to Newcastle town centre. Commercial bus services are supported by the Madeley and District, and Loggerheads and Ashley Voluntary Car schemes, the Newcastle Volunteer Centre door-to-door scheme and minibuses run by Newcastle Community Transport. Many residents are also within a 20 minute walk or cycle time of the Town Centre and employment sites. According to 2011 Census data, 71.1% of the working population drive to work, and 4.7% travel by bus, which is low for a largely urban area.

## **3. Newcastle Local Plan**

- 3.1 The Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy for the period to 2026 was adopted in 2009. It provides an indicative figure of a minimum 4,800 additional dwellings in the urban area within the plan period. Of the 4,800 dwellings, 4,200 are to be delivered in the Newcastle Urban Area with around 3,200 of these in the town centre and central Newcastle area. Kidsgrove has an indicative allocation of 600 dwellings. A further 900 dwellings are proposed as a maximum to meet local requirements in the rural area mainly within Loggerheads, Madeley and the villages of Audley Parish.
- 3.2 On the 5 March 2014, the Borough Council approved the timetable for a new Joint Local Plan for Newcastle-under-Lyme Borough and the City of Stoke-on-Trent. It is currently anticipated that a draft plan will be published for consultation purposes in 2017 and submitted to the Planning Inspectorate for independent examination in 2018. This transport strategy will be reviewed at appropriate times to support this process.
- 3.3 Due to the delay in the local plan process housing development outside of the urban area and green belt has to be managed on a case by case basis. The Strategy will be reviewed if a cluster of housing sites has a detrimental effect on the transport network in a specific area.
- 3.4 Newcastle could also be impacted by development proposed in Cheshire East, especially in Alsager which could drive patronage growth at Kidsgrove rail station and provide employees/employment for Staffordshire residents and businesses. In October 2014 the Cheshire East Local Plan was suspended due to concerns raised by the inspector. The Newcastle BC Integrated Transport Strategy will be revised following adoption of the final plan should the need arise.

## Neighbourhood Plans

- 3.5 A neighbourhood development plan establishes general planning policies for the development and use of land within a neighbourhood, such as:
- where new development should be built; and
  - what new development should look like.
- 3.6 For development that is allocated within a Local Plan, the infrastructure and services required to support the demands of the new development will have already been identified. However, if Neighbourhood Plans wish to propose additional development there may be the need for more services or infrastructure to meet the requirements of this new development. This may require the involvement of the County Council to assist with understanding the demands that may be placed on the neighbourhood.
- 3.7 Depending on how additional development proposals relate to local highway issues, it might be most appropriate for communities to explore issues and options in liaison with Community Highway Managers and via the Divisional Highway Programme.
- 3.8 There are currently no designated Neighbourhood Plan areas within Newcastle-under-Lyme District, although Loggerheads are currently in the process of applying for designation. As they do come forward in the future, priorities raised will be assessed and where they can be addressed appropriate measures will be included within the Newcastle-under-Lyme District Integrated Transport Strategy.

## **4. Recent Transport Achievements**

- 4.1 There has been a reduction in funding available to deliver transport schemes over the past few years. Therefore Staffordshire County Council has bid for and secured extra funding through the Local Sustainable Transport Fund (LSTF) and Sustrans, and has also secured developer funding through the Newcastle-under-Lyme (urban) Transport and Development Strategy (NTADS). Road maintenance works have been funded through the County Council's Maintenance Block allocation totalling £1.8m in 2013/14. Targets to reduce all road casualties have been achieved in the Borough through education, enforcement and engineering measures such as safer routes to schools, local safety schemes and enhancing the walking and cycling network.

### NTADS

- 4.2 A full review of NTADS has now been completed and will be published shortly. If all developments come forward as planned a further £1m of NTADS funding will be available, with £0.215 already collected and ready to be invested in Newcastle.
- 4.3 One of the main NTADS schemes was Hassell Street pedestrianisation. This was delivered in 13/14 as part of a wider £1.2m planned facelift for Newcastle Town Centre. Three main elements of the wider scheme have been delivered:

- a) Hassell Street Pedestrianisation: In partnership with Newcastle Borough Council, Staffordshire County Council has pedestrianised Hassell Street between Market Lane and Friars Street from 10am to 4pm every day.
- b) Relocation of taxi ranks: Taxi and disabled parking provision were reviewed as part of the wider Newcastle town centre public realm scheme. An extra daytime taxi rank has been created at lower High Street and the existing Hassell Street rank has moved to the Ironmarket during the day, creating seven more spaces for Hackney carriages. This work was completed in 2014.
- c) Barracks Road Bus Priority: This enabling scheme introduced a bus lane to Barracks Road. It was seen as a pre-requisite to the closure of Hassell Street by both Councils, and the bus operators.

4.4 Further sections of the scheme have been delayed subject to funding including installing paving which is to be funded by Newcastle-under-Lyme Borough Council. In conjunction with the highways scheme it is planned for the market to be given a facelift, including the installation of new stalls in a changed layout that will see new pitches in Hassell Street between Market Lane and High Street.

#### Local Sustainable Transport Fund

4.5 North Staffordshire Local Sustainable Transport Fund (LSTF): 'Stoking Employment in North Staffordshire' was awarded £5 million from the Government's Local Sustainable Transport Fund to improve sustainable transport to support existing and growing employment sites. It covers parts of Stoke on Trent and Newcastle, specifically the major employment sites of: Keele University Science and Business Park, University Quarter (UniQ), Chatterley Valley, Etruria Valley and Trentham Lakes.

4.6 LSTF funds have delivered a range of schemes in Newcastle-under-Lyme such as Barracks Road bus priority and improved bus facilities at Keele University. Other successes are the SMART bus pass scheme which is a multi-operator season ticket which has been purchased by over 100 employees of 26 companies; £200k worth of RTPI at bus stops in 2013/14 including along the Keele to Hanley route; and from early 2014 bus service improvements.

#### Walking and Cycling Routes

4.7 Lyme Valley (north) Cycle Route 'Links to Schools Scheme' was delivered in 2011/12 using Sustrans and Staffordshire County Council funds. Following this a scheme to improve sections of Newcastle Greenway along an old mineral railway line received funding from the Sustrans/DfT Links to Communities initiative, along with local contributions, and was delivered in 2014/15. Both schemes provide safe and attractive connections to education, employment, leisure and retail by way of mainly traffic free walking and cycling routes.

4.8 Around £170,000 has been secured from 'Pocket Places' to fund a Sustrans project officer to work with deprived communities within the LSTF area. The initial focus is to improve cycling links to the town centre.

4.9 Gallowstree roundabout and pedestrian crossing was completed in 2013/14. It entailed modifications to the layout and installation of a pedestrian crossing,

improving road safety at the junction and cycling and walking links to Keele University.

### Rail Access

- 4.10 Significant increases in rail patronage have been achieved at Kidsgrove railway station due to recent timetable and service changes on the West Coast Main line. This is despite 3 of the 4 platforms only being accessible via a stepped footbridge. This will be rectified through a successful bid for Access for All funding to be delivered by 2018. The Station has also won awards due to the work of the North Staffs Community Rail Partnership including a best kept small station award.
- 4.11 Cross boundary bus routes which provide access to Stoke-on-Trent (No3: Newcastle – Stoke) and Crewe (No85: Newcastle – Crewe) rail stations for a wider range of rail services have also been maintained. The No3 has been improved as the no.25 route has now been replaced by the 3, X3, 4 and 4a services giving wider travel options.

### Bus Services

- 4.12 The new frequent 3/X3 bus routes have enhanced services from Keele University via Newcastle to Hanley, and then through to Burslem and Kidsgrove. The service also serves Royal Stoke University Hospital. The number 4/4A Cherry route is also a vital route forming the frequent Newcastle to Stoke-on-Trent service.
- 4.13 There has been investment in infrastructure to make it easier for people to access bus services. A vital part of this is keeping people informed about their journey as they wait for a bus both at the stop and remotely via the internet and smart phones. Real Time Bus Passenger Information (RTPI) is live on all routes in Newcastle as of 2014/15 and at stop infrastructure has been introduced starting with Keele to Hanley using LSTF funds.
- 4.14 Many urban residents in the Borough now live within 350m 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 and many bus stops now comply with The Disability Discrimination Act.
- 4.15 Staffordshire County Council is one of the national leaders 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 £1.20 per journey.



## 5. Transport Strategy

- 5.1 The Transport Strategy explains how we intend to deliver the following Economic Prosperity and Community priorities for Newcastle-under-Lyme Borough that will also help to achieve the Priority Outcomes of the County Council's Strategic Plan as detailed in paragraph 1.6. The Strategy has also guided the Stoke-on-Trent and Staffordshire LEP Strategic Economic 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. The Strategy is summarised in Appendix A and illustrated in the accompanying plans found in Appendix B.

### ECONOMIC PROSPERITY

- Support the economic regeneration of Newcastle town centre and accommodate key employment sites
- Manage peak hour congestion and carbon emissions on local roads and at junctions with the trunk road network
- Accommodate sustainable housing growth
- Provide sustainable transport connectivity to jobs and services throughout the North Staffordshire conurbation

### COMMUNITIES

- Maintain the condition and safety of the highway network
- Improve public transport connectivity and quality of life for local communities
- Support the management of potential air quality issues in Newcastle and Kidsgrove
- Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles, helping to reduce carbon emissions.

### Divisional Highway Programme and Local Safety Schemes

- 5.2 The Divisional Highway Programme for Newcastle Borough gives local County Councillors the opportunity to directly input into delivery programmes. Councillors work closely with Community Highway Managers, parish councils and other stakeholders to ensure local concerns and challenges are identified and priorities are established, taking into account financial constraints. The DHP can be an effective way of delivering smaller schemes which can be vital in rural areas where justifying a business case for government funding can be difficult, and which often do not score well in prioritisation processes compared to urban schemes. 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 and accessibility, and speeding issues. A selection of the main issues raised is provided in Appendix A.
- 5.3 Road injury accident data will be continually monitored and analysed across the highway network. Locations will be identified where consistent accident patterns occur that might be prevented through remedial engineering works. These locations

will be investigated to identify the underlying causes of the problems and measures will be implemented if appropriate and justifiable. Local safety schemes such as junction modifications and signing improvements tend to represent good value for money, offering high first year rates of return. Schemes being delivered in 2015/16 include Knutton Lane, Newcastle.

#### Connectivity in the Borough:

##### a) Highways England Schemes in Newcastle

- 5.4 Highways England (HE) is responsible for the A500 trunk road and M6 through Newcastle Borough. As part of the Etruria Valley Link Road Major Transport Scheme, Highways England are proposing to widen the A500 to three lanes each way between Porthill and Wolstanton to improve traffic flow through and into Stoke-on-Trent and Newcastle-under-Lyme. Funding for widening the A500 was confirmed in December 2014 in the National Road Investment Strategy. Staffordshire County Council will work with the HE in the production and ongoing development of future Route Strategies to ensure that it considers all schemes which are needed to support Economic Growth in the Borough.
- 5.5 A national funding pot of £114m was also announced to improve cycling and walking facilities on and across the HE network. We are working with HE to secure funding for improvements as part of the A500 widening and other bespoke schemes where a case can be made.

##### b) Public Transport Facilities and Services

- 5.6 Bus connectivity within Newcastle Borough will continue to be improved through accessibility improvements, travel planning and partnership working with bus operators. This will include further Real Time Passenger Information (RTPI) roll out.
- 5.7 Kidsgrove is the only rail station within Newcastle Borough, however Stoke-on-Trent and Crewe rail stations are also vital transport interchanges for Newcastle residents and visitors. We will promote and support improved commercial bus links between Newcastle Borough and surrounding areas.
- 5.8 Where beneficial Voluntary Quality Network Partnerships (VQNP) may be used in the future to increase public transport usage through improving bus services, and building on the viability and sustainability of the commercial public transport network.

##### c) Cycle Network: National and Local

- 5.9 Whilst Newcastle town centre itself is not on the National Cycle Network (NCN), Route 5 runs through Kidsgrove and then on to Stoke-on-Trent, and NCN 555 runs along the Newcastle Borough/Stoke Border just within the city boundary. Newcastle has a local network of cycle routes, including the recently improved Newcastle Greenway and Lyme Valley cycle route.
- 5.10 Priorities for funding will include improving NCN 5/555 and links to employment and

services including Keele University and Business Parks and Chatterley Valley Development area on Lowlands Road/Peacock Hay Road. Potential solutions to gaps in the network will be investigated, including:

- Chatterley Valley Development area to Kidsgrove
- A34 Cedar Road to Lower Milehouse Lane
- Dark Wood cycle route missing link
- Keele to Newcastle cycle routes

#### Newcastle Town Centre Local Transport Package

- 5.11 Significant investment has already been made to improve the environment within the town centre. Going forward, the objective will be to help accommodate residual traffic generated from development, at the same time as providing further public realm enhancement, better quality bus information and facilities including Real Time Passenger Information, and improved directional signage to car parks to aid efficient usage of the ring road.
- 5.12 Also included is further walking and cycling provision, specifically links across the ring road. The ring road is considered a major barrier for pedestrians and cyclists to negotiate. Three subways are being improved, including using public art projects as a pilot; however this will be expanded if successful.
- 5.13 In December 2014 the preferred development partner for a mixed-use retail-led scheme based in the Ryecroft area of Newcastle was announced. Outline proposals include:
- Up to 100,000 sq ft of new retail and leisure floor space.
  - Student accommodation hub.
  - Retirement housing.
  - Car parking

SCC will work with the developer to enhance sustainable access to the scheme and Newcastle-under-Lyme town centre as a whole.

#### Kidsgrove Local Transport Package

##### a) Kidsgrove Rail Station

- 5.14 The County Council is working with East Midlands Trains, other operators who serve the station, Network Rail and other partners to improve the station. The main element will be an accessible footbridge to replace the current ageing structure provided through Access for All funding. This is East Midlands Trains number one priority for funding. The current bridge only has stepped access, where as a new bridge will be fully accessible and compliant with the Equality Act 2010, allowing access to all platforms rather than just Stoke-on-Trent bound trains.
- 5.15 To complement the Access for All funds a case for National Station Improvement Programme (NSIP) funding has been made by Network Rail and East Midlands Trains including an enlarged car park and improved passenger facilities. The

redevelopment will be conducted in conjunction with the Friends of Kidsgrove Station, looking to preserve the award winning station gardens which have played an important role in attracting passengers to regularly use the station.

5.16 To draw the schemes together a station master planning exercise is currently underway involving Staffordshire County Council, Network Rail, East Midlands Trains, the North Staffordshire Community Rail Partnership and bus operators. Proposals include improved bus/rail interchange with new bus facilities closer to the station, Real Time Passenger Information provided at Kidsgrove station and at the bus stops, disabled/cycle parking, drop off and taxi facilities, and safer pedestrian and cycle access routes to the station.

b) A50 Liverpool Road Traffic Management Scheme:

5.17 Schemes to alleviate congestion on A50 Liverpool Road, and improve traffic flow on Market Street in Kidsgrove were considered in 2012. Various options were considered however consensus could not be reached as to the preferred solution. Therefore the schemes were not progressed. With the designation of the route as an AQMA the scheme will need to be revisited.

#### Etruria Valley Link Road Major Transport Scheme

5.18 Newcastle has close links with Stoke-on-Trent, sharing a Core Strategy and working together on subsidiary documents such as the ELR (Employment Land Review). Major employment sites can be found along the A500 corridor which largely mirrors the boundary, and Stoke-on-Trent rail station is an important link both for residents of, and visitors to, Newcastle Borough. Whilst located in Stoke on Trent, this scheme links Newcastle Borough into the Etruria Valley Development Enterprise Zone.

5.19 The scheme is being led by Stoke-on-Trent City Council and includes the creation of a new all-purpose highway access into the Etruria Valley site from the A500 Wolstanton junction. The scheme will enhance the local economy by:

- Unlocking a 39 hectare Core Strategy site providing 13 hectares of employment land, a mixed use local centre and 200 houses;
- Reducing congestion on the local highway network;
- Reducing the impact the development site has on local residential areas;
- Accelerating growth by bringing forward the development programme; and
- Reducing severance for transport users.

5.20 The project will involve the following:

- New roads and canal bridges through the Etruria Valley improving access to the City Centre, Shelton, Middleport and Festival Park
- A new bridge over the West Coast Main Line from the Wolstanton junction of the A500, as well as work to cut the flooding risk to existing homes, businesses and key development sites
- Improvements to existing roundabout on the A500 at Wolstanton

- Widening of the A500 between Porthill and Wolstanton provided by Highways England

### Chatterley Valley Sustainable Transport Package

- 5.21 Chatterley Valley development site is located on the Stoke-on-Trent/Newcastle-under-Lyme border adjacent to the A500 and the West Coast Main Line (WCML) and has consent for B1, B2 & B8 development with potential for over 2,500 new jobs. In 2013 JCB agreed a lease to use the Blue Planet carbon positive building located on the site following a successful bid for £2.9m from the Regional Growth Fund.
- 5.22 Planning permission for the whole site includes a developer funding pot available for sustainable transport once the site is developed. Access to the site is also supported by the Stoking Employment in North Staffordshire LSTF project including cycling and walking access, workplace travel planning and smarter choices projects.
- 5.23 The Chatterley Valley travel plan group consists of representatives from Staffordshire County Council, Newcastle Borough Council, and employers at the site. The first scheme which they have agreed to fund in Newcastle is completion of the cycle network between the Blue Planet building and Bathpool Park by converting a 400m section of footway into cycleway removing safety concerns on the 60mph Peacock Hay Road/Lowlands Road and opening up links north to Kidsgrove. Bus service proposals are currently being finalised and will be published during mid to late 2015

### Newcastle Air Quality

- 5.24 Local authorities in the UK have statutory duties for managing local air quality under [Part IV of the Environment Act 1995](#). Newcastle Borough Council has been carrying out reviews of air quality since December 1997; these involve measuring air pollution and trying to predict how it will change over the next few years. The review process aims to make sure that the national [air quality objectives](#) prescribed in the Air Quality Regulations are achieved. These objectives have been put in place to protect people's health and the environment.
- 5.25 If a Council finds any places where the objectives are not likely to be achieved, an Air Quality Management Area must be declared. When an Air Quality Management Area has been declared the local authority has to put a plan together to improve air quality, which is known as a Local Air Quality Action Plan.
- 5.26 In August 2014 Newcastle Borough Council designated four Air Quality Management Areas (AQMAs). These are:
- Liverpool Road, Kidsgrove
  - Newcastle-under-Lyme Town Centre
  - Maybank High Street, Wolstanton, Porthill
  - Property in Madeley, near to M6

5.27 Each area will be investigated and appropriate mitigation measures implemented to reduce levels of pollution and eventually remove the AQMA designation. Potential transport proposals include:

- A50 Liverpool Road traffic management proposals, Kidsgrove.
- Delivery of Newcastle Town Centre Local Transport Package.
- The impact on Maybank, Wolstanton, and Porthill needs to be investigated in conjunction with Stoke on Trent to understand residual effects of delivery of the Etruria Valley Link Road.
- SCC and NBC will work with Highways England to deliver the most appropriate mitigation measures for Madeley.

DRAFT

# APPENDIX A: NEWCASTLE-UNDER-LYME BOROUGH INTEGRATED TRANSPORT STRATEGY 2015 TO 2026

CHALLENGES	PROJECTS THAT WILL ACHIEVE OUTCOMES	JUSTIFICATION / VALUE FOR MONEY / FUNDING / DELIVERY
<ul style="list-style-type: none"> <li>Support the economic regeneration of Newcastle town centre and accommodate key employment sites</li> <li>Manage peak hour congestion and carbon emissions on local roads and at junctions with the trunk road network</li> <li>Accommodate sustainable housing growth</li> <li>Provide sustainable transport connectivity to jobs and services throughout the North Staffordshire conurbation</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>Support the management of potential air quality issues in Newcastle and Kidsgrove</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> <b>SHORT TERM – 3 YEARS</b></p> <ul style="list-style-type: none"> <li><b>Newcastle Town Centre Local Transport Package</b> <ul style="list-style-type: none"> <li>RTPI and facility upgrades such as roadside screens along the Cherry route (No 4) And No 3. Further routes will be improved as funding permits</li> <li>Enhance permeability of Newcastle Ring Road through signage and subway improvements</li> <li>Car Park Variable Message Sign (VMS) scheme</li> </ul> </li> <li><b>Sustainable Transport</b> <ul style="list-style-type: none"> <li>Complete cycle links into town centre and employment sites: deliver Chatterley Valley to Kidsgrove link, and feasibility work on potential schemes A34 Cedar Road to Lower Milehouse Lane, and Dark Wood cycle link.</li> <li>Deliver travel planning and sustainable travel scheme in Silverdale through Pocket Places</li> <li>Maintain and improve core bus network within Newcastle and to surrounding areas</li> </ul> </li> <li><b>Kidsgrove Local Transport Package</b> <ul style="list-style-type: none"> <li><b>Rail Station - Access for All</b> <ul style="list-style-type: none"> <li>Delivery of disabled access available to all platforms at rail station</li> <li>Delivery of Integrated Transport Interchange including improved bus, cycling and walking access via a new station forecourt and a new car park with increased capacity</li> </ul> </li> <li><b>A50 Traffic Management</b> <ul style="list-style-type: none"> <li>Investigate ways to relieve congestion on A50 Liverpool Road through the junctions in central Kidsgrove</li> </ul> </li> </ul> </li> <li><b>Chatterley Valley</b> <ul style="list-style-type: none"> <li>Improved bus services</li> <li>Scheme to provide 400m missing link on cycle route along Peacock Hay Road into Chatterley valley. Associated scheme in Stoke-on-Trent to be investigated.</li> </ul> </li> <li><b>AQMAs</b> - Feasibility studies into mitigation schemes to address newly designated AQMA's.</li> </ul> <p><b>LONG TERM UP TO 2026</b></p> <ul style="list-style-type: none"> <li><b>Newcastle Town Centre Local Transport Package</b> <ul style="list-style-type: none"> <li>Further Newcastle Town Centre Public Realm Enhancements</li> <li>RTPI roadside infrastructure as funding permits</li> <li>Improvements to support developments including town centre Ryecroft development.</li> <li>Review of Bus stopping/waiting facilities in Newcastle town centre</li> </ul> </li> <li><b>Kidsgrove Local Transport Package</b> <ul style="list-style-type: none"> <li>Increase customer offer at Kidsgrove and possible future car park expansion if/when required.</li> <li>Work with the rail industry to help secure investment in rail infrastructure to support regeneration objectives</li> </ul> </li> <li><b>Etruria Valley and cross boundary accessibility</b> <ul style="list-style-type: none"> <li>Delivery of Etruria valley link road and A500 widening</li> <li>Implementation of LSTF and other cycling, walking and bus links between Newcastle and Stoke.</li> </ul> </li> <li><b>Voluntary Quality Network Partnership (VQNP)</b> <ul style="list-style-type: none"> <li>The Newcastle network will be assessed for suitability for a VQNP</li> </ul> </li> <li><b>Pedestrian and Cycle links</b> <ul style="list-style-type: none"> <li>Further enhancement of the national and local cycle network through Newcastle including: A34 Cedar Road to Lower Milehouse Lane and Keele to Newcastle cycle routes</li> </ul> </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. Additional public funding may be secured through future LEP Growth Deals and bids</li> <li>Local Growth fund will be used to fund the Etruria Valley Link Road and other transport schemes over the period to 2021 including £5m of LSTF funding for Stoke on Trent and Staffordshire.</li> <li>The Highways England - Road Investment Strategy supports the widening of the A500 between Porthill and Wolstanton. It also proposes at £114m funding pot for walking and cycling in the HA Network for which we will work with the HA to promote schemes in Newcastle.</li> <li>Transport Assessments will determine the final measures required to be delivered by developers</li> <li>Priorities take into account the Core Strategy and will be reviewed as the emerging Local Plan progresses.</li> <li>CIL will not be available in Newcastle Borough until after the new Local Plan is approved. This is likely to be after 2017.</li> <li>The Health and Wellbeing Agenda and Active Staffordshire will be supported through capital investment in the walking and cycling network including the National Cycle Network and promotional activities delivered through Local Sustainable Transport Fund (LSTF).</li> <li>Congestion will be monitored annually with GPS Trafficmaster data</li> <li>Scheme delivery will acknowledge Manual for Streets and available guidance on the historic environment, habitats and the Urban Forest</li> <li>Further details on priorities for rail enhancements are provided in the Rail Strategy for Staffordshire.</li> <li>Pocket Places will be delivered in conjunction with Sustrans Project officer and initially focus on sustainable access to the town centre</li> </ul>
	<p><b>COUNTYWIDE INITIATIVES 2014/15</b></p> <ul style="list-style-type: none"> <li>20mph zones</li> <li>Parking and loading enforcement 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 request to restrict lorry movements in line with actions and priorities in the Local Transport Plan Freight Strategy (2011)</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 lead in the development and the raising of funds to deliver super-fast 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 Newcastle and Kidsgrove to help reduce forecast growth in traffic.</li> </ul>
	<p><b>DIVISIONAL HIGHWAY PRIORITIES AND LOCAL SAFETY ISSUES 2014/15</b></p> <ul style="list-style-type: none"> <li>Road Safety Schemes – Knutton Lane, Newcastle.</li> <li>Speed restriction schemes - Various</li> <li>Street Parking restrictions to mitigate effects of recent development – Hempstalls</li> <li>HGV's rat running on inappropriate roads causing conflicts with bus route</li> <li>Requests for Pedestrian Crossings – Various</li> <li>Bus bays needed to help traffic flow</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>Value for money will be maximised when initiatives complement other proposals in the Strategy.</li> <li>Transport priorities in Neighbourhood Plans will be taken into account.</li> </ul>



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