



Newcastle-under-Lyme Town Centre

Local Cycling and Walking Infrastructure Plan 2021 - 2031

April 2021



Two Waters Way, Stafford



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1. Foreword

- 1.1 The Government has invited local transport authorities to publish LCWIPs to help deliver their Cycling and Walking Investment Strategy and Staffordshire County Council has risen to the challenge to help Government achieve, by 2040, its ambition to deliver:
- **Better Safety** - A safe and reliable way to travel for short journeys
 - **Better Mobility** - More people cycling and walking – easy, normal and enjoyable
 - **Better Streets** - Places that have cycling and walking at their heart
- 1.2 This is Staffordshire County Council's Local Cycling and Walking Infrastructure Plan (LCWIP) and the vision is to:
- 'Increase people's connectivity through cycling and walking to employment, education and leisure, leading to positive changes in modal shift, enabling people to lead safer, healthier and more independent lives'.
- 1.3 The LCWIP will build on the Council's successful delivery of previous sustainable transport projects. It takes a comprehensive network approach and targets the areas where there is the greatest demand and the largest potential for the transfer of short journeys to walking or cycling.
- 1.4 In response to the public consultation on the draft version published in 2020, the LCWIP has been expanded to recognise the priorities throughout Staffordshire, as well as within the six main urban areas.
- 1.5 It is particularly important in these challenging times that the County Council maximises the benefits of its investment, whilst generating the best outcomes for the residents of Staffordshire.

2. Executive Summary

Introduction

- 2.1 The Government's Cycling and Walking Investment Strategy (CWIS) aims to double cycling levels by 2025, increase walking activity, reduce the rate of cyclists killed or seriously injured (KSI), and increase the percentage of school children walking to school.
- 2.2 In support of the CWIS, Department for Transport (DfT) has been encouraging local authorities to prepare a Local Cycling and Walking Infrastructure Plan (LCWIP) in order to take a more strategic approach to planning walking and cycling. The County Council considers that the LCWIP will provide many benefits, most importantly the provision of a route based, robust and objective led method for prioritising investment in cycling and walking in the short, medium and long term. This will be pivotal in helping the County Council to continue to make the case for future walking and cycling funding.
- 2.3 Staffordshire's LCWIP has been approved by the County Council's Cabinet Member for Highways and Transport and the Prosperous Staffordshire Select Committee. It focuses on identifying where we should be targeting our investment in infrastructure within the compact urban areas of Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme, Stafford and Tamworth, which are of a size that can support journey distances that can be made by walking and cycling. In response to the public consultation on the draft version published in 2020, the LCWIP also recognises the wider priorities throughout Staffordshire.
- 2.4 LCWIPs are supported by the National Planning Policy Framework (February 2019) which states that planning policies should provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans).

Methodology for Urban Areas

- 2.5 Staffordshire County Council received 60 days of technical support from Phil Jones Associates (PJA), which has resulted in recommendations that are evidenced by GIS analysis that has determined where the highest demand for cycling is. Both PJA and Sustrans provided a high level of experience in the auditing of the priority cycling routes and town centre walking zones to help identify schemes that are expected to be effective and deliverable.
- 2.6 The network planning for cycling relied on the mapping of the main origin and destination points across the six urban areas. Commuter and school trips were considered, together with forecast future demand from proposed new residential development sites. This analysis identified the links on the network that are expected to attract the most cyclists and it is on these links where proposed schemes have been identified. A combined total of 144km of cycle links has been identified throughout the six urban areas, so further work was

undertaken to determine which schemes should be prioritised for short, medium or long term spend.

- 2.7 GIS analysis provided an indication of the most likely walking routes to employment. As expected, the volume of pedestrians on these routes was not significantly high in comparison to the levels of pedestrian activity within town centres. It was therefore concluded that the town centres should be defined as the core walking zones where the greatest number of walking trip generators are located close together and where all pedestrian infrastructure is deemed to be important. All routes within the town centres where both pedestrians and vehicles are accommodated were audited.
- 2.8 The analysis identified a total of 200 potential schemes throughout the six urban centres that could benefit cyclists and/or pedestrians ranging from an estimated scheme cost of £10,000 to £1.5m, with a combined total cost of a minimum £31 million. These schemes have been prioritised in terms of:
- **Effectiveness of Scheme**
 - Cycle to work demand
 - Cycle / walk to school demand
 - Forecast future cycle demand
 - Town centre location with high pedestrian demand
 - **Fit with Policy**
 - Connects to rail
 - Proximity to new jobs and schools
 - Improves safety
 - Improves cycle network density
 - Enhances walking zone
 - **Economic Impact**
 - Indicative value for money
 - **Deliverability**
 - Scheme feasibility
 - Potential to attract funding

Results for the Urban Areas

- 2.9 Burton upon Trent has the greatest length of cycle links, at 43km, that could potentially attract significant numbers of cycle journeys, with a large proportion being on relatively quiet residential streets. Lichfield has the lowest length at 11km, although all routes in Lichfield are a medium to high priority if deliverable solutions can be identified. Newcastle-under-Lyme's priority cycle network may be the most challenging to improve as large sections are on heavily trafficked A roads. In contrast, the network identified in Cannock focuses on residential roads. Generally, it is considered that Stafford and Tamworth have the most extensive existing cycle networks.
- 2.10 The audit has confirmed that schemes can be identified in many locations by combining a mixture of solutions along priority routes, without significantly

deviating from cycle desire lines. It is also clear from the audit results that large sections of the existing cycle network have been poorly maintained due to very limited maintenance resources being ring-fenced for investment in footways and cycleways.

2.11 Cycling schemes will need to recognise LTN 1/20 which is new national guidance published in July 2020 on delivering high quality cycle infrastructure. In Staffordshire, the two key priorities will be to:

- Deliver new LTN 1/20 standard links on the prioritised cycle networks in the six urban areas
- Upgrade existing substandard cycle routes to LTN 1/20 standard on the prioritised cycle network in the six urban areas, tying in where necessary to existing shared use facilities

2.12 The walking audit of town centre routes (excluding pedestrian priority areas) has revealed that Stafford has the highest performing walking zone and Newcastle-under-Lyme is the lowest performing. Newcastle-under-Lyme's low score is attributed to the inclusion of the ring road. Cannock generally has a good level of provision but suffers from poor footway maintenance. Concerns in Burton upon Trent are often more related to pedestrian / vehicle conflict. Footway maintenance and pedestrian crossing provision are highlighted as concerns in Lichfield, and there are narrow footways on numerous routes in Tamworth that provide vehicle access to car parks. It is considered that most walking issues highlighted across the six town centres are relatively easy to resolve if funding was made available.

Wider Staffordshire

2.13 In response to the consultation, the final LCWIP has been expanded to recognise the walking and cycling needs throughout Staffordshire. As funding opportunities arise, LCWIP appraisals, audits and business cases will need to be completed, when appropriate, to justify investment in the following:

- Local cycle networks and walking zones in Staffordshire's smaller towns
- Expansion and upgrade of the National Cycle Network
- Upgrade of greenways and well-used leisure routes
- Potential opening of disused rail lines
- Accessible canal towpaths in the vicinity of local settlements and canal side attractions
- Maximising the opportunity to enhance walking and cycle provision at the interfaces with HS2
- Maximising the opportunity to create new walking and cycling infrastructure associated with strategic development sites

Recommendations

2.14 It is considered that in order for Staffordshire County Council to have the ability to help the government achieve its ambition of Better Safety, Better Mobility and Better Streets, a minimum of £31m of investment is required up to

2030/31 on the priority cycle networks and core walking zones in Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme, Stafford and Tamworth. As required by LCWIP guidance, the 200 schemes have been allocated for short, medium or long-term delivery during the period up to 2030/31, as identified in Appendix F. The programme will be subject to ongoing review, following the outcome of further consultations, detailed design and the announcement of funding streams.

- 2.15 £31 million is a minimum investment requirement. Additional funding will be required to ensure new government standards are met as set out in LTN 1/20. Acknowledging the walking and cycling needs throughout Staffordshire will further increase the £31 million funding ask.

Way Forward

- 2.16 The LCWIP recommendations are expected to become embedded in Staffordshire County Council's Integrated Transport Strategies (Local Transport Plan) and into policies and proposals within Local Plans. Through the planning consent process, developers will be made aware of the LCWIP and will be required to consider it in the preparation of Transport Assessments and Travel Plans. The County Council will work with the District/ Borough Councils to encourage vibrant town centres and LCWIP recommendations will be recognised in bids for Future High Street Funds for Stafford, Newcastle-under-Lyme and Tamworth and Town Deal funding for Burton upon Trent and Newcastle-under-Lyme.
- 2.17 Every opportunity will be sought to secure additional funding for walking and cycling and the LCWIP will be the basis of future funding bids. LCWIP appraisals and audits will be extended to the wider Staffordshire area, as resources permit. Once schemes throughout Staffordshire are delivered, complementary revenue resources would also help to promote and encourage increased sustainable travel.

3. Introduction

Background

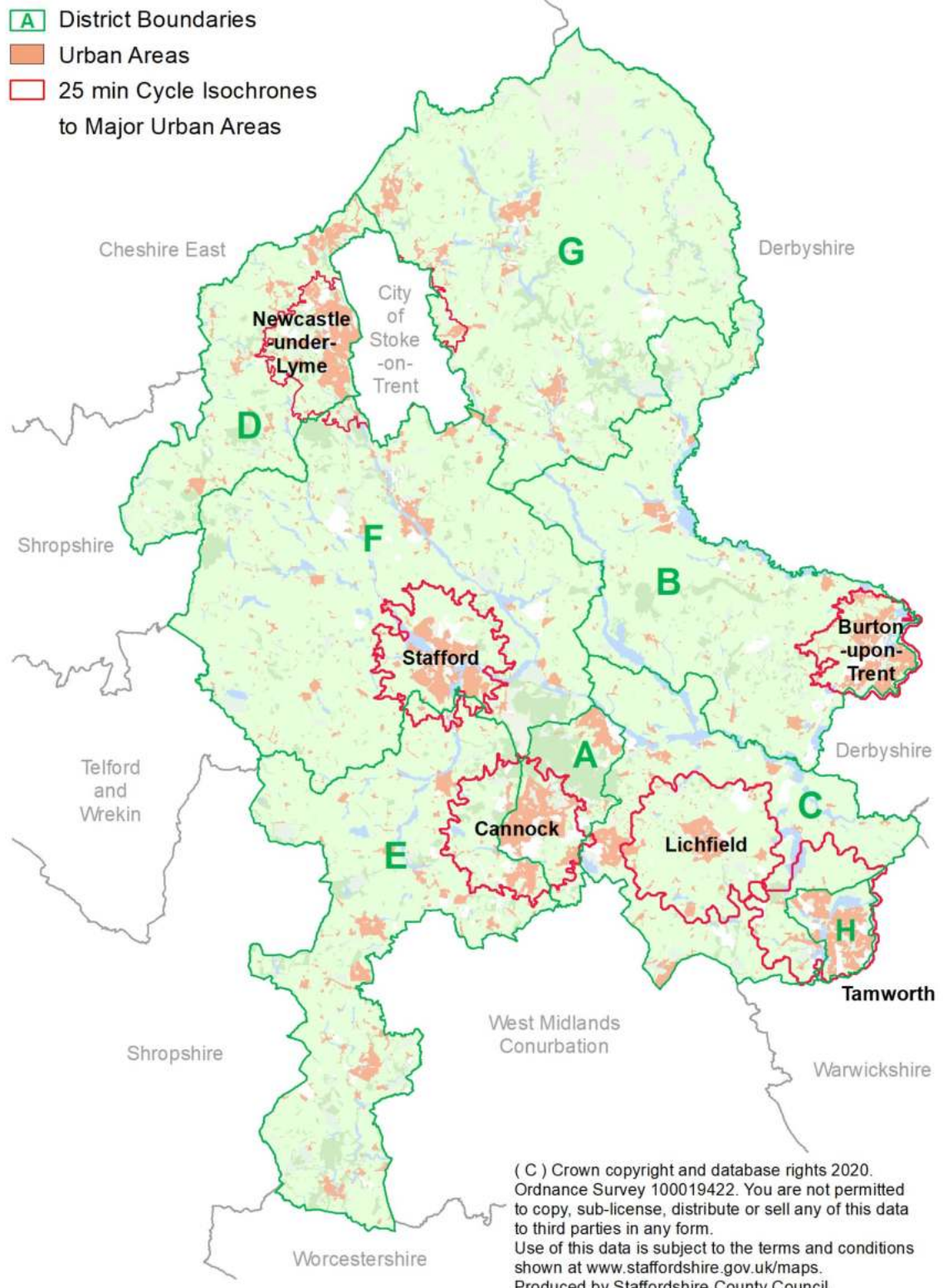
- 3.1 The LCWIP concept was introduced in the Government's Cycling and Walking Investment Strategy (CWIS) in 2017. The CWIS has at its heart three core objectives: better mobility, better streets and better safety. The County Council recognises the importance of these key objectives and they are already intrinsically embedded within the Council's existing plans and policies.
- 3.2 Staffordshire's LCWIP will build upon the integrated approach the County Council already takes to identify transport solutions that help to deliver the County Council's Strategic Plan, Integrated Transport Strategies (Local Transport Plan), Local Plans, Town Deals, as well as helping to support the delivery of the strategies of Stoke-on-Trent and Staffordshire Local Enterprise Partnership and the wider region.
- 3.3 The LCWIP has been through a consultation process and includes agreed audited network plans and a pipeline of indicatively costed walking and cycling infrastructure for the main urban centres. The routes link jobs and communities together and increase accessibility in a sustainable manner that encourages modal shift, improves air quality and reduces delays on the road network.

Scope of LCWIP

- 3.4 Staffordshire is a diverse county and has the largest population of the shire counties in the West Midlands (860,165 (2014)). It is largely rural in nature (80%) however only a quarter of the population live in rural areas. There is no single dominant town acting as the county's focal point. Instead, the county has three large towns (>75,000), seven medium-sized towns (20,000-75,000), nine smaller towns (10,000-20,000) and rural village settlements. Staffordshire shares its borders with 11 other authorities.
- 3.5 The LCWIP acknowledges the importance of walking and cycling throughout Staffordshire, but the focus is on the six main urban areas of Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme and Stafford. These six main urban areas covers around 46% of the total Staffordshire population. These six main urban areas comprise compact settlements of a size that can support journey distances that can be easily made by walking and cycling. The LCWIP encourages more people to walk and cycle and become more physically active thereby improving the health and wellbeing of Staffordshire's residents.
- 3.6 Hansen scores for accessibility to jobs by walking and cycling have been calculated for the six major urban areas and these show that residents in these areas have access to a large number of jobs by bicycle and that residential areas around the town centres and industrial/business parks can walk to employment within reasonable travel times. The data also demonstrates the potential for more employees to walk and cycle.

3.7 Figure 3.1 shows the dispersed locations of the six urban areas throughout the county that are the focus of this LCWIP and for future LCWIP investment.

Figure 3.1: Location of Urban Areas



4. Policy Framework

National Policy Objectives

- 4.1 Staffordshire's LCWIP will help to deliver the Government's Strategy and contribute towards achieving its targets.
- 4.2 The National Planning Policy Framework (February 2019) states that planning policies should provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans).
- 4.3 The Government's Cycling and Walking Investment Strategy (CWIS) supports the transformation of local areas: change which will tackle congestion, change which will extend opportunity to improve physical and mental health, and change which will support local economies.
- 4.4 The Strategy's objectives, by 2020, are to:
- Increase cycling activity, where cycling activity is measured as the estimated total number of cycle stages made
 - Increase walking activity, where walking activity is measured as the total number of walking stages per person
 - Reduce the rate of cyclists killed or seriously injured on England's roads, measured as the number of fatalities and serious injuries per billion miles cycled
 - Increase the percentage of children aged 5 to 10 that usually walk to school
- 4.5 Further to this, the following aims and target have been set, respectively, to 2025:
- To aim to double cycling, where cycling activity is measured as the estimated total number of cycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025, and to work towards developing the evidence base over the next year
 - To aim to increase walking activity, where walking activity is measured as the total number of walking stages per person per year, to 300 stages per person per year in 2025, and to work towards developing the evidence base over the next year
 - To increase the percentage of children aged 5 to 10 that usually walk to school from 49% in 2014 to 55% in 2025
- 4.6 By 2040, the Government's ambition is to deliver:

Better Safety

- Streets where cyclists and walkers feel they belong, and are safe
- Better connected communities
- Safer traffic speeds, with lower speed limits where appropriate to the local area

- Cycle training opportunities for all children

Better Mobility

- More high quality cycling facilities
- More urban areas that are considered walkable
- Rural roads which provide improved safety for walking and cycling
- More networks of routes around public transport hubs and town centres, with safe paths along busy roads
- Better links to schools and workplaces
- Technological innovations that can promote more and safer walking and cycling
- Behaviour change opportunities to support increased walking and cycling
- Better integrated routes for those with disabilities or health conditions

Better Streets

- Places designed for people of all abilities and ages so they can choose to walk or cycle with ease
- Improved public realm
- Better planning for walking and cycling
- More community-based activities, such as led rides and play streets where local places want them
- A wider green network of paths, routes and open spaces

- 4.7 The Department for Transport published 'Gear Change' in July 2020 as its new bold vision for cycling and walking. It sets out the actions required at all levels of government to make this a reality. It highlights that planning policy should provide for high quality walking and cycling networks, drawing on LCWIPs. To receive Government funding, new cycling infrastructure must be in line with this national guidance. The approach of continuous improvement is recognised in both the National Planning Policy Framework and Local Cycling and Walking Infrastructure Plan Guidance. Cycle infrastructure requirements should be embedded in local authority planning, design and highways adoption policies and processes.

Local Transport Note LTN 1/20

- 4.8 LTN 1/20 is national guidance that was published in July 2020. Local authorities are expected to give due consideration to this guidance when designing new cycle schemes. Local authorities are given flexibility on design, but the Cycling Level of Service and the Junction Assessment Tools have been introduced to set minimum quality criteria. LTN 1/20's core design principle is that networks and routes should be Coherent, Direct, Safe, Comfortable and Attractive.
- 4.9 There are significant issues with the existing cycle network in Staffordshire that need to be tackled to achieve new LTN 1/20 standards. Most of the existing cycle network is shared use with no physical separation between pedestrians and cyclists and no priority for cyclists at side roads. Access controls and barriers are a frequent feature and there has been a long-term

under-investment in maintenance and wayfinding. In Staffordshire, the two key priorities will be to:

- Deliver new LTN 1/20 standard links on the prioritised cycle networks in the six urban areas
- Upgrade existing substandard cycle routes to LTN 1/20 standard on the prioritised cycle network in the six urban areas, tying in where necessary to existing shared use facilities

4.10 As resources permit and as funding opportunities become available, the County Council will upgrade the wider cycle network within the six urban centres and throughout Staffordshire, in line with LTN 1/20 standards. The type of new cycle routes chosen to be delivered in Staffordshire will recognise the options of:

- Re-allocation of road space to provide segregated cycle routes
- Shared pedestrian / cycle space on very wide and lightly-used footways
- Cyclists sharing road space with vehicles when traffic flows are less than 2000 passenger car units (pcu) / 24 hours at a 20mph speed limit
- Advisory cycle lanes when traffic flows are less than 4000 pcu / 24hr at a 20mph speed limit
- Stepped cycle tracks and light segregation on suburban and inter urban roads with 40mph speed limits where HGV traffic is limited and traffic flows are less than 6000 pcu / 24 hours
- Shared routes in rural areas with speeds up to 30 mph and vehicle flows of up to 1000 pcu / 24 hour

Local Objectives

Staffordshire and Stoke-on-Trent LEP

4.11 The LCWIP will help to deliver sustainable access to local jobs, as recognised in the Strategic Economic Plans and Local Industrial Strategies for Stoke-on-Trent and Staffordshire Local Enterprise Partnership and the Greater Birmingham and Solihull Local Enterprise Partnership. The future prosperity of the Staffordshire economy will be dependent on sustainable growth in the main urban centres at Stafford, Burton upon Trent, Cannock, Lichfield, Tamworth and Newcastle-under-Lyme.

Staffordshire County Council Strategic Plan (2018-2022)

4.12 The LCWIP will help to deliver the County Council Strategic Plan vision and outcomes of:

‘A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy’

Everyone in Staffordshire will:

- Have access to more good jobs and share the benefits of economic growth

- Be healthier and independent for longer
- Feel safer, happier and more supported in their community

4.13 The LCWIP will also support the following priorities, as identified in the Strategic Plan:

- Help Staffordshire's economy to grow and generate more good jobs
- Invest in infrastructure for growing communities
- Improve education and training so that life-long learning offers everyone the opportunity to succeed
- Inspire healthy, independent living
- Support more families and children to look after themselves, stay safe and well

District / Borough Integrated Transport Strategies

4.14 The Local Transport Plan for Staffordshire comprises of eight District/Borough Integrated Transport Strategies. Each Integrated Transport Strategy considers all aspects of the transport system, including the local highway, trunk/motorway and rail networks. Traffic congestion, sustainable transport provision, car parking, road safety and road maintenance are all considered, together with social issues including air quality, health and accessibility. The LCWIP will be integrated within these strategies as they are refreshed.

4.15 The Integrated Transport Strategies inform the Local Plan process and priorities are delivered through the County Council's Capital programme. A value management approach is adopted for highway maintenance activities through a priority scoring matrix, giving a high priority to schemes that deliver safety benefits. Through partnership working, the County Council seeks to influence the capital programmes managed by Highways England and the Rail Industry.

Health and Wellbeing Agenda

4.16 Investing in infrastructure to provide safe, attractive, convenient walking and cycling routes are a means by which the built environment can have a positive influence on improving physical and mental wellbeing. Walking and cycling, whether as transport or recreation, is beneficial to mental health, can help to tackle problems of inactivity and contribute to the wider obesity agenda:

- Physical inactivity is the fourth leading cause of death in the UK
- Increased investment in cycling and walking could help narrow socio-economic inequalities in physical activity levels, as those from lower socio-economic backgrounds are more likely to use active travel (like cycling and walking) than those from more affluent backgrounds
- Tackling obesity is one of the greatest long-term health challenges currently faced in England and the COVID-19 pandemic has further highlighted the health consequences of living with an unhealthy weight.

4.17 The latest obesity data for Staffordshire, published by Public Health England, shows the following indicators as being worse than the England average:

- Adults, aged 18 and over, who are overweight or obese (2018/19)
- Reception age children with excess weight (based on a three-year average 2017/18-2019/20)
- Obesity in early pregnancy (2018/19)
- Adults walking for travel at least three days per week (2018/19)

4.18 Staffordshire County Council has identified obesity as a priority area and will be addressing rising levels through implementing a Whole Systems Approach (WSA). The WSA acknowledges the cause of obesity that exists in the places where Staffordshire residents “live, work and play and where the food and built environment often make it difficult to make healthier lifestyle choices”. The approach has been developed by Public Health England and provides a step-by-step process to address these causes through the development of systems working.

4.19 LCWIP delivery and promotion will utilise Corporate engagement on health and wellbeing. This includes the sharing of communication channels used by Together Active Staffordshire and Stoke-on-Trent and the Public Health and Prevention Team. There is also the opportunity to tap into the Do It to Feel Better campaign that links to the County Council’s Mental Health and Wellbeing Action Plan. The provision of additional revenue resources would enable the County Council to promote and encourage use of new walking and cycling facilities.

Climate Change Strategic Development Framework

4.20 Walking and cycling can contribute to some of the wider determinants of health including improved air quality and tackling climate change through reducing emissions and improving air quality:

- Air pollution contributes to 40,000 premature deaths each year
- In 2019, transport accounted for a third (34%) of all carbon dioxide emissions, the majority arising from road travel. In England, 56% of car journeys are under 5 miles a distance most people could manage by bike.

4.21 The LCWIP links to the Climate Change Strategic Development Framework approved by Cabinet on 17 February 2021. Delivery of the LCWIP will influence travel in Staffordshire, helping to reduce Staffordshire’s wider carbon emissions and contributing to the wider benefit of increasing active travel.

Local Plans

4.21 It is the intention that LCWIP recommendations feed into the Local Plans that cover Staffordshire. The current Local Plan policies and proposals for the six urban areas that have an outcome related to walking and cycling are summarised in Appendix A. The policies cover the following key issues:

- Sustainable development sites
- Urban design
- Managing town centres and neighbourhoods

- Community facilities
- Green Infrastructure and open space
- Social inclusion, health and wellbeing
- Accessibility and sustainable transport
- Climate change
- Tourism

5. Local Context

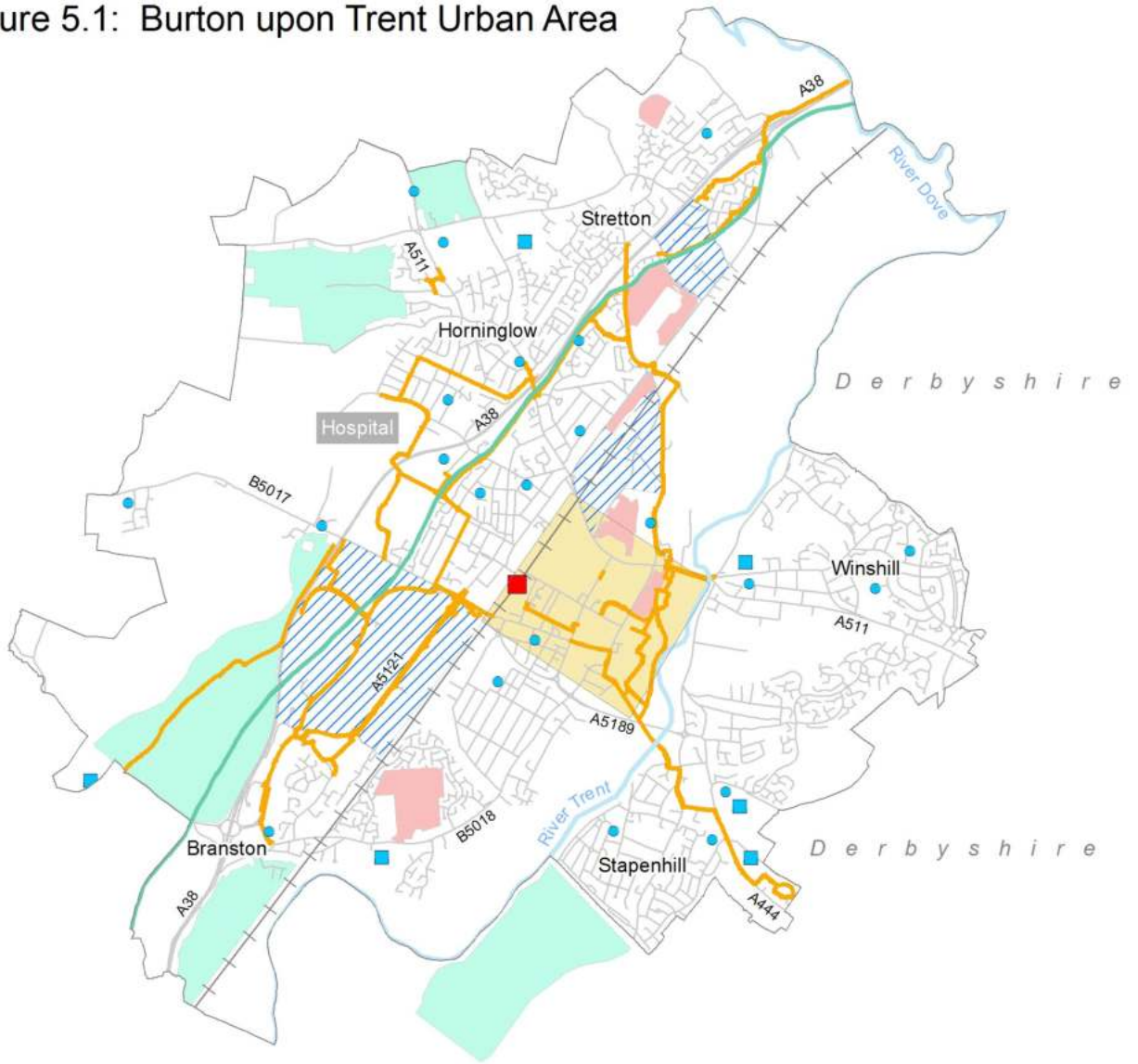
Burton upon Trent

- 5.1 Burton upon Trent and its key attractions are shown on Figure 5.1. Burton upon Trent is an important employment hub that boasts major employers and a growing distribution/warehousing sector. There is growth potential in the area with proposals for 20 hectares of employment and 6,500 new dwellings, much of which is permitted and already under construction.
- 5.2 Census data indicates a relatively high proportion of short journey to work trips take place in Burton upon Trent, with walking and cycling levels above the national average. Congestion has contributed to the declaration of two Air Quality Management Areas. Burton upon Trent also describes itself as the 'Capital of the National Forest' which is a visionary environmental project run by the National Forest Company.
- 5.3 Investment in the cycle and walking network over recent years has focused on improving the National Cycle Network, enhancing routes through the town and inter urban connectivity within Staffordshire and to Derbyshire. Going forward, investment in the walking and cycling network will support regeneration proposals for the town centre that could potentially be delivered through Town Deal funding, including improved access to the rail station and investment in the Trent and Mersey Canal.

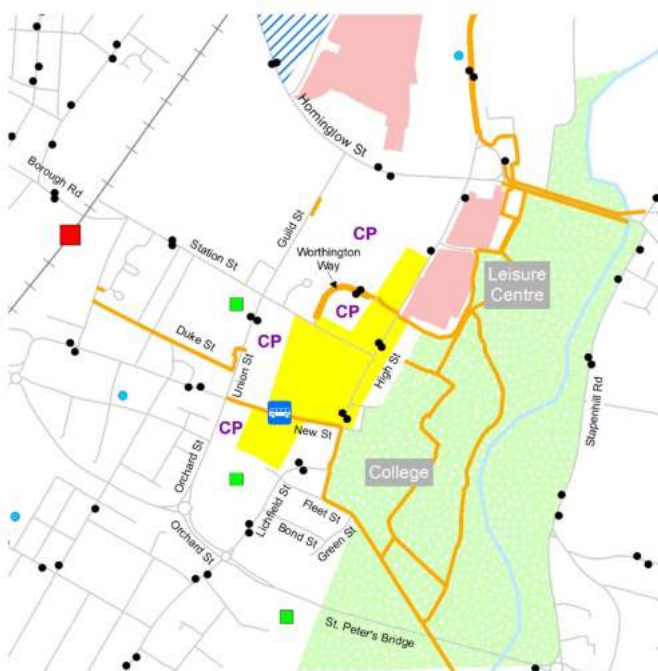
Cannock

- 5.4 Cannock and its key attractions are shown on Figure 5.2. Cannock is on the northern edge of the West Midlands conurbation and is well served by the M6, the M6 Toll and the Chase Line which provides good rail connections to Birmingham and beyond. The walking and cycling network has seen some recent improvements, however, investment has focused on public transport, particularly in terms of enhancing connectivity to the West Midlands where job opportunities tend to be high. Cannock is identified as the most inactive area compared to the other urban areas, with levels below the England average.
- 5.5 It is proposed that walking and cycling investment focuses on improving access around Cannock town centre and to surrounding businesses and developments. Enhanced sustainable transport links will be required to the new McArthurGlen Designer Outlet West Midlands development and to the rail station to improve access to jobs. Active leisure pursuits are popular within local nature reserves such as Mill Green, Hednesford Hills and within Cannock Chase Area of Natural Beauty.

Figure 5.1: Burton upon Trent Urban Area



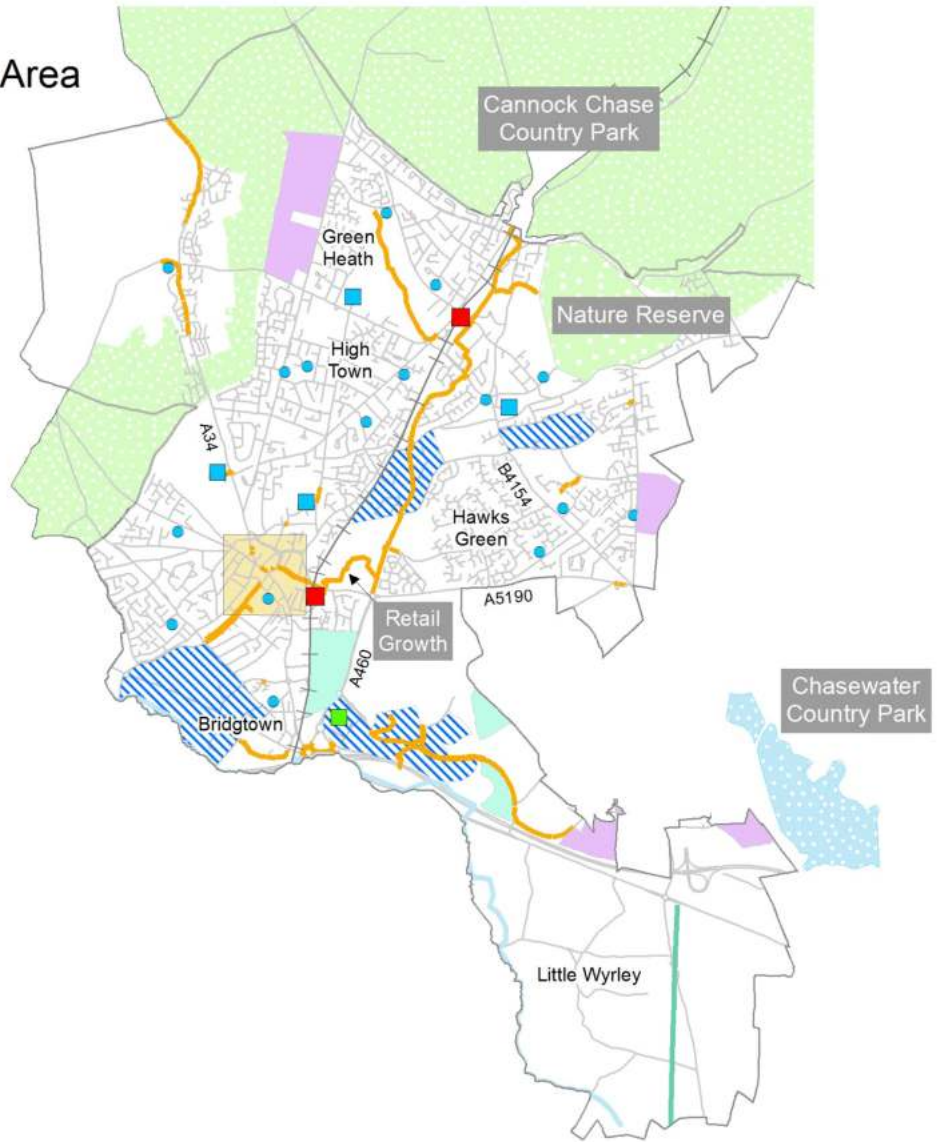
Town Centre Inset



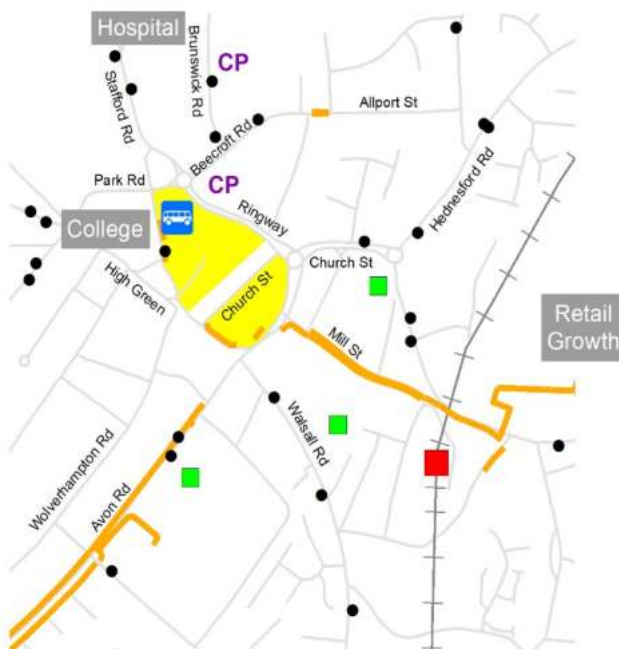
- Town Centre Inset Area
- High School Locations
- Primary School Locations
- Bus Stops
- Bus Interchange
- Car Parks
- Rail Station
- Supermarkets
- Existing Cycle Network
- Road Network
- Canal Network
- Rail Network
- Existing Employment Areas
- Pedestrian Priority Area
- Urban Extension Areas
- Development Opportunities
- Leisure and Wetland Areas

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Figure 5.2:
Cannock Urban Area



Town Centre Inset



- Town Centre Inset Area
- Supermarkets
- High School Locations
- Primary School Locations
- Bus Stops
- Bus Station
- Car Parks
- Rail Station
- Existing Cycle Network
- Road Network
- Canal Network
- Rail Network
- Existing Employment Areas
- Potential Housing Growth
- Potential Employment Growth
- Pedestrian Priority Areas
- Leisure Areas

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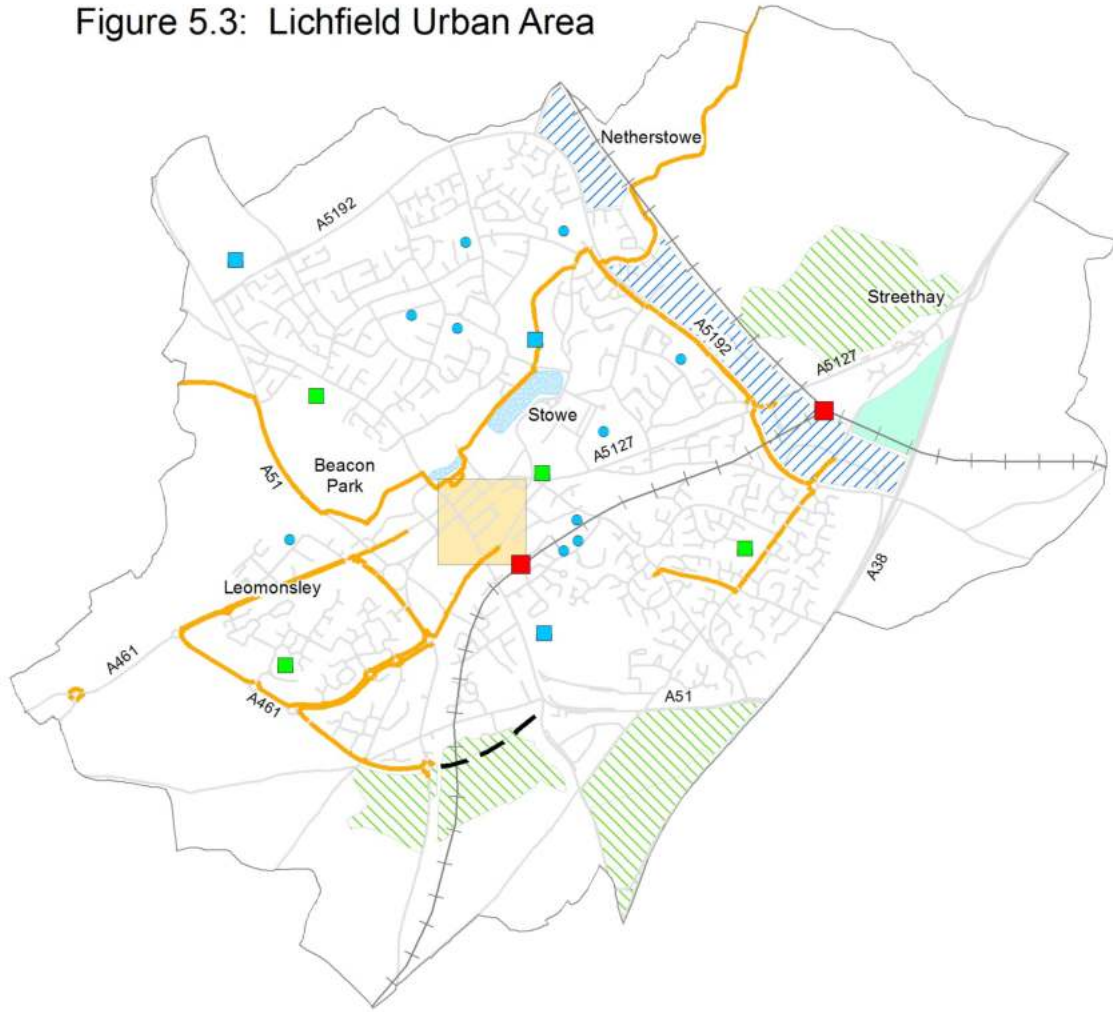
Lichfield

- 5.6 Lichfield and its key attractions are shown on Figure 5.3. Lichfield City is close to the West Midlands conurbation with good connections to the national transport network. Lichfield tends to experience delays and unreliability with congestion forecast to increase due to the levels of housing and employment growth being proposed. Improvements to the walking and cycling network including National Cycle Network route 54 between Burntwood, Lichfield and Fradley, have been minimal over recent years with investment instead, focussing on enhancing public transport.
- 5.7 Lichfield is generally considered to be a prosperous area with higher than average household incomes and does not suffer from the same high levels of personal excess weight and low activity as found in most of the other urban areas.
- 5.8 The aim is to ensure walking and cycling investment supports economic growth by helping to transform the City environment and by providing high quality sustainable transport corridors linking to the two rail stations (Lichfield City and Lichfield Trent Valley) and to Strategic Housing Development Locations. Lichfield City Centre Masterplan includes specific reference to improving sustainable connectivity and following the completion of Lichfield Southern Bypass it is expected that a much more attractive environment will be created in the City Centre making it more pleasant for pedestrians and cyclists.

Newcastle-under-Lyme

- 5.9 Newcastle-under-Lyme and its key attractions are shown on Figure 5.4. Newcastle-under-Lyme and Stoke-on-Trent are located within the same conurbation in the north of Staffordshire. Walking and cycling investment in Newcastle-under-Lyme has focused on key radial cycle routes and upgrading the public realm within the town. Improvements have also been made to routes within the Lyme Valley and along the Greenway (National Cycle Network route 551). Traffic problems within the area has resulted in the designation of Air Quality Management Areas and a Ministerial Direction from Government to reduce air pollution in certain areas by 2023, predominantly along the A53 corridor.
- 5.10 Cycling and walking investment needs to build on the improvements already made in the town and support the funding that is expected to emerge through the Town Deal and Future High Street Funds, promoting economic growth and supporting the growing student population. Enhancing walking and cycling connectivity to Stoke-on-Trent is also a priority.

Figure 5.3: Lichfield Urban Area



City Centre Inset

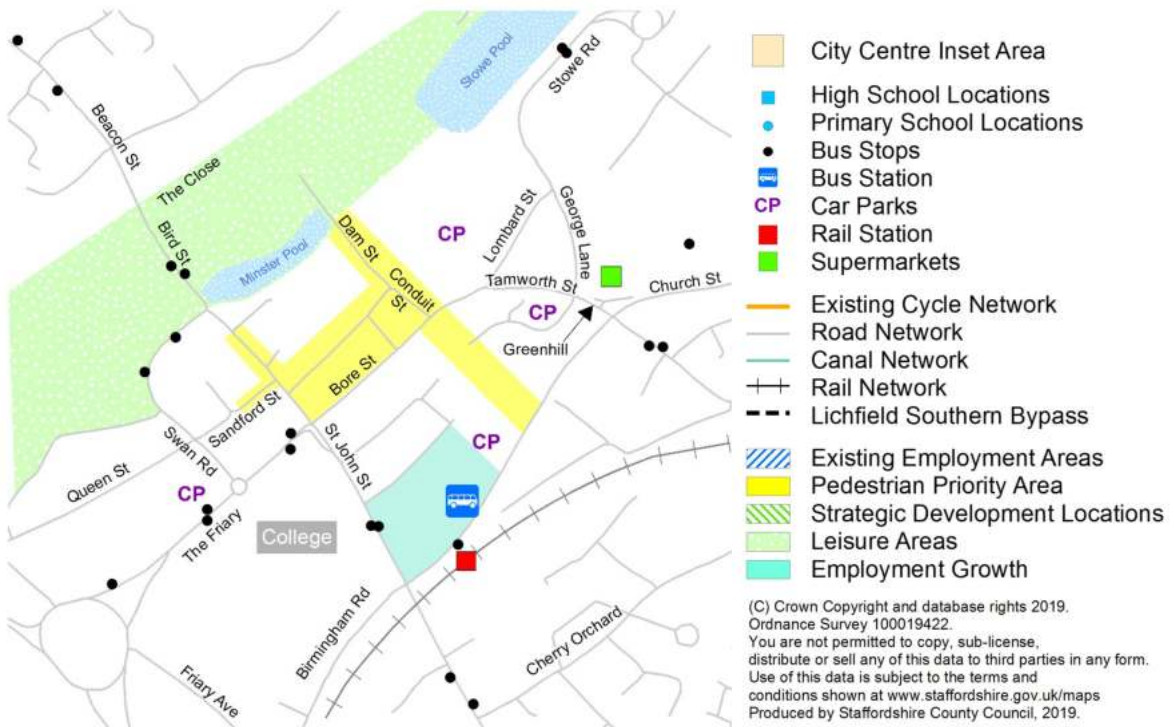
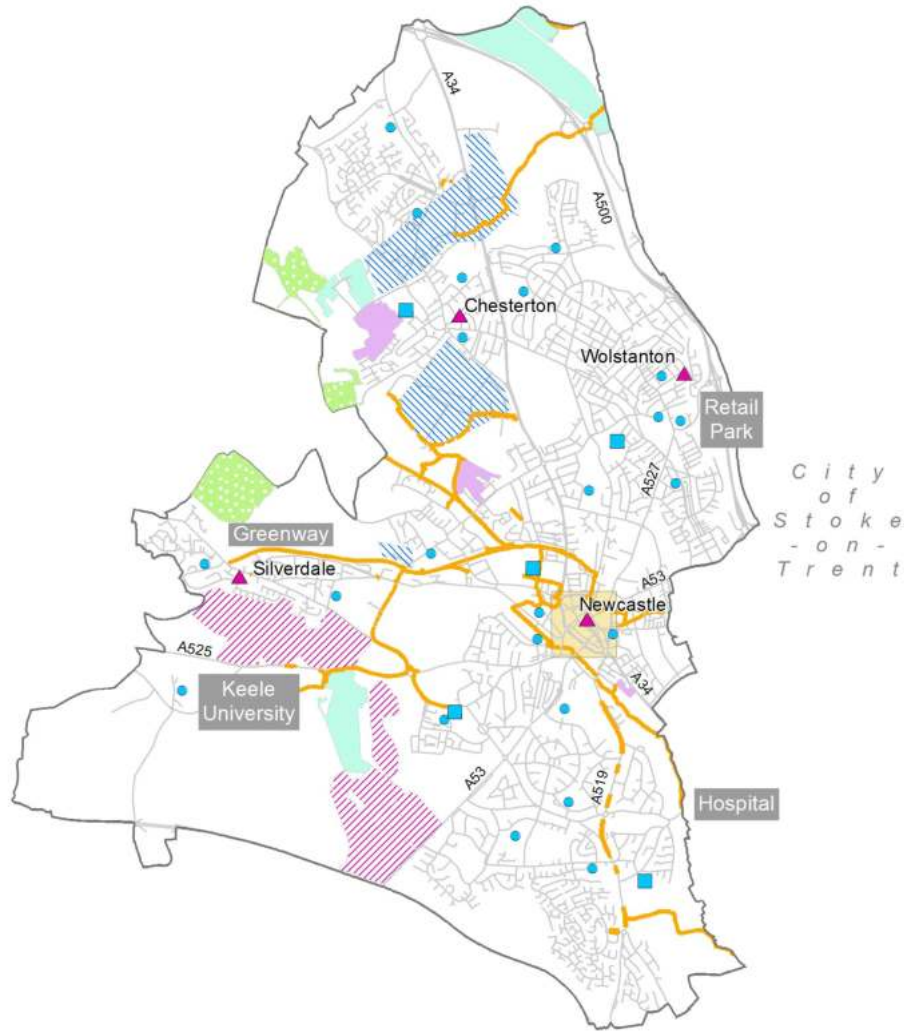
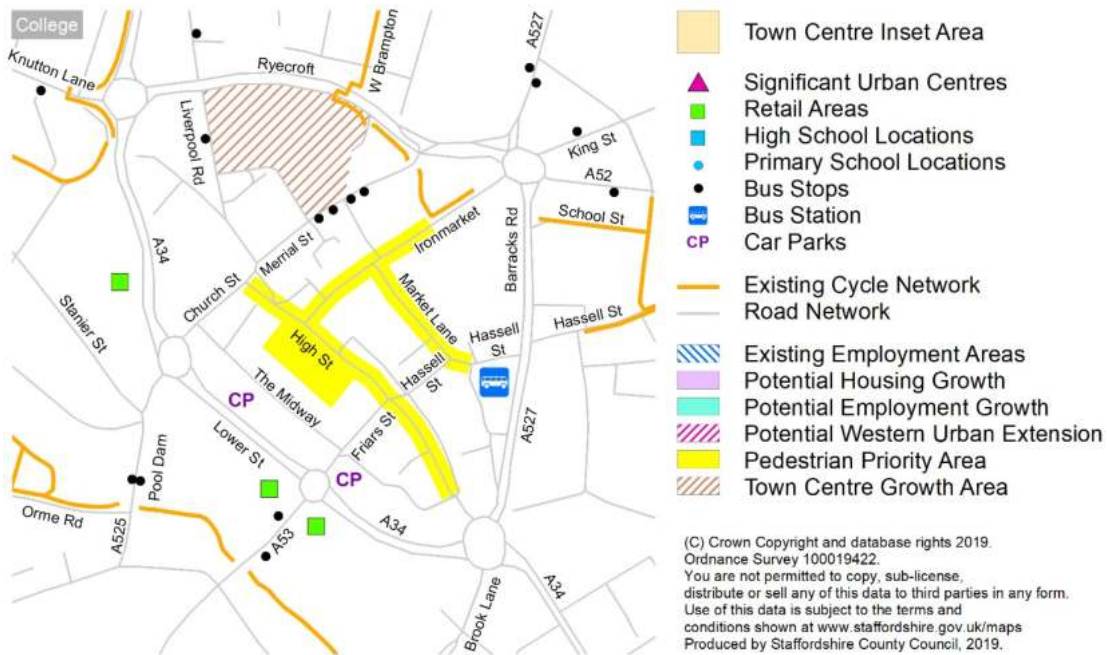


Figure 5.4: Newcastle-under-Lyme Urban Area



Town Centre Inset



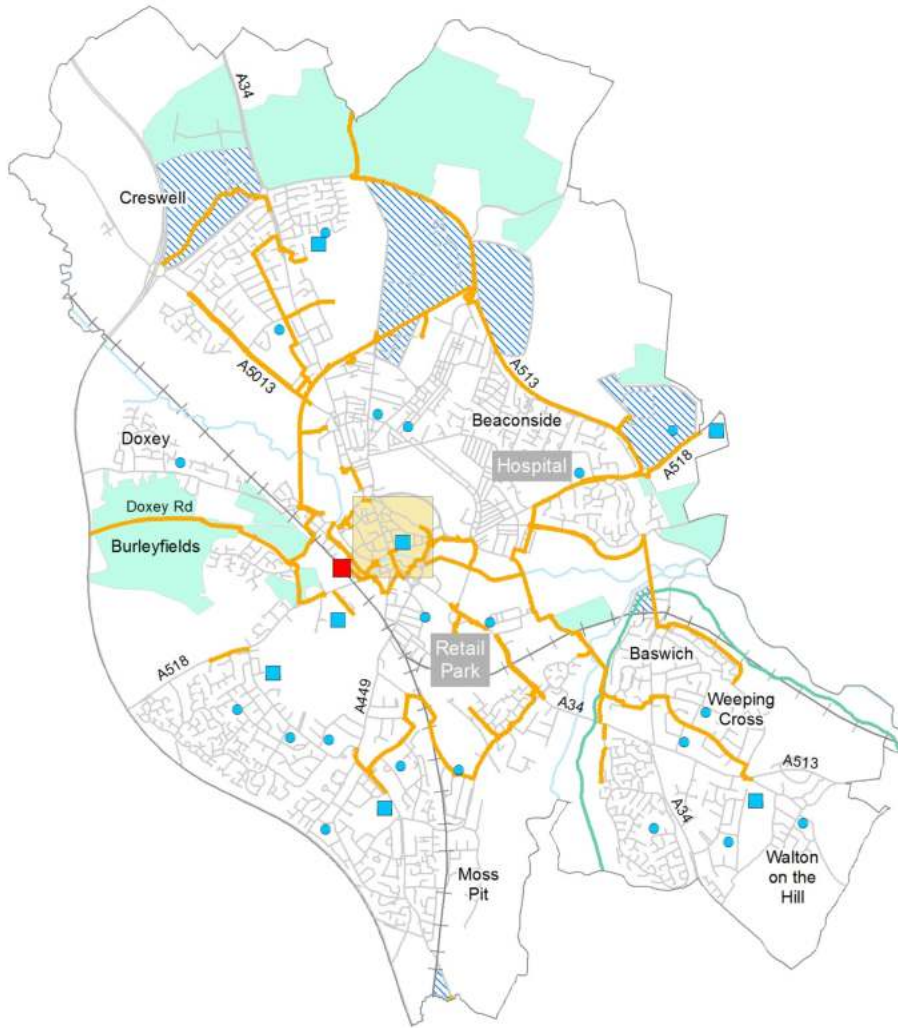
Stafford

- 5.11 Stafford and its key attractions are shown on Figure 5.5. Stafford is situated in the centre of Staffordshire with the M6 and West Coast Mainline providing good strategic connections to both the north and south of the Country. Stafford has seen recent growth in the town centre and at new business parks on the edge of the urban area, which are within cycling distance for many residents. Further investment in the town is expected through the Future High Streets Fund.
- 5.12 Significant investment has been made in the walking and cycling network in recent years, particularly to National Cycle Networks routes 5 and 55, and some headway has been made in encouraging modal shift to sustainable transport modes. This momentum needs to be maintained through further enhancements to walking and cycling infrastructure, including to the Staffordshire and Worcestershire Canal.
- 5.13 This will need to support forecast growth linked to Strategic Development Locations which will include over 5,000 new homes. The completion of the Stafford Western Access Route (in Summer 2021) will help to remove traffic from the town centre and provide a more attractive environment for pedestrians and cyclists.
- 5.14 Stafford rail station is Staffordshire's largest rail station with a footfall of nearly 2.5 million in 2018/19 and this is expected to continue growing. Car parking at the station is already regularly at capacity so it will be important to encourage as many passengers as possible to access the station by foot or bicycle.

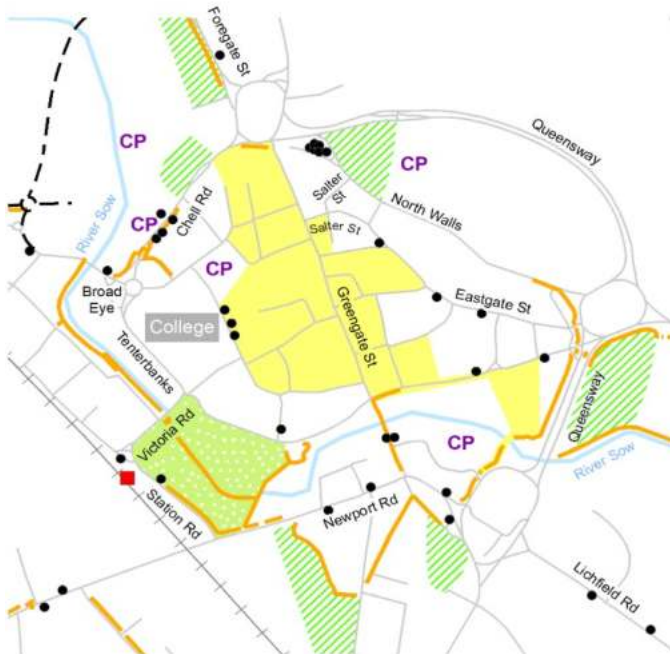
Tamworth

- 5.15 Tamworth and its key attractions are shown on Figure 5.6. Tamworth is located close to the West Midlands conurbation. The local cycle network is extensive covering 30 miles within a 12 square mile area and positive progress in encouraging modal shift has been achieved in recent years. The Coventry Canal and the Birmingham and Fazeley Canal pass through Tamworth, providing further off-road opportunities. Enhancements have been made to the walking and cycling network that links Ventura Retail Park, the town centre and the rail station which is already well used by cyclists. New walking and cycling infrastructure will need to complement investment secured through the Future High Streets Fund.
- 5.16 Job opportunities are high when you consider the good public transport access to the West Midlands. However, Tamworth tends to suffer from congestion which may worsen in corridors that link to planned housing and employment sites. The car tends to be relied upon for short trips and longer commuter trips to the West Midlands. Achieving modal shift from the car to walking, cycling and rail for longer trips will be important going forward.

Figure 5.5: Stafford Urban Area



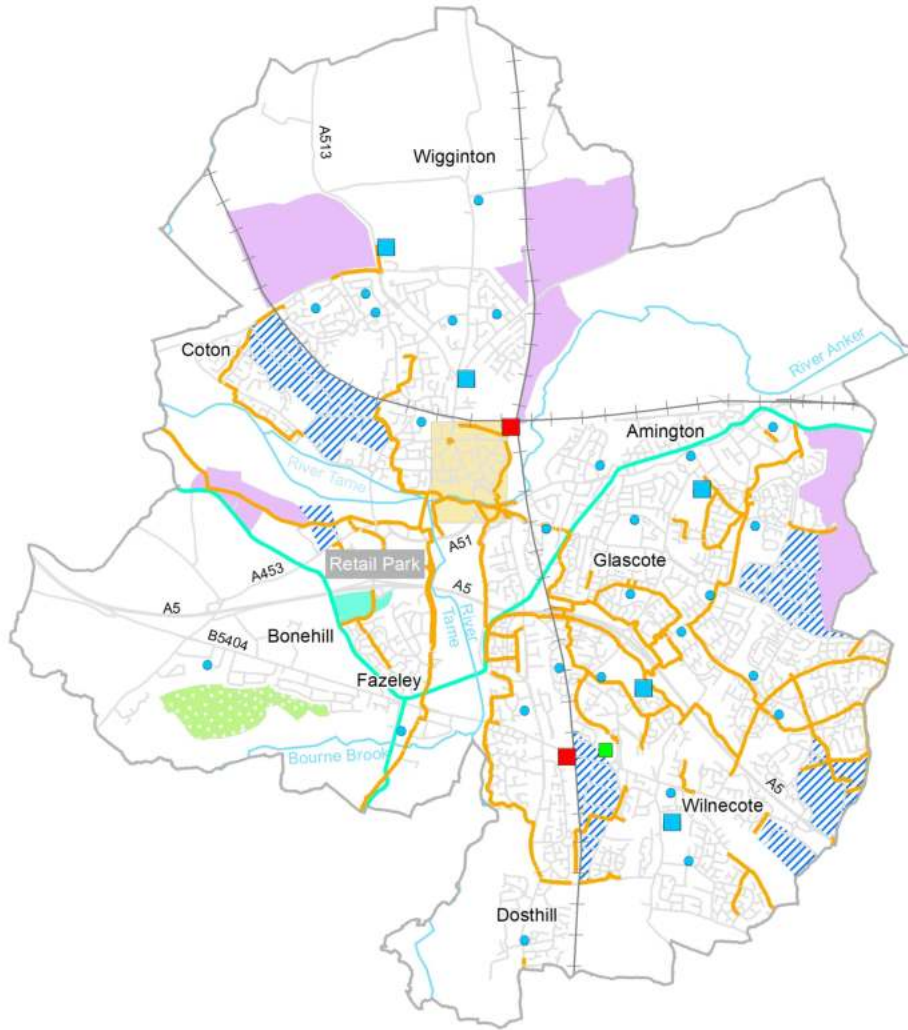
Town Centre Inset



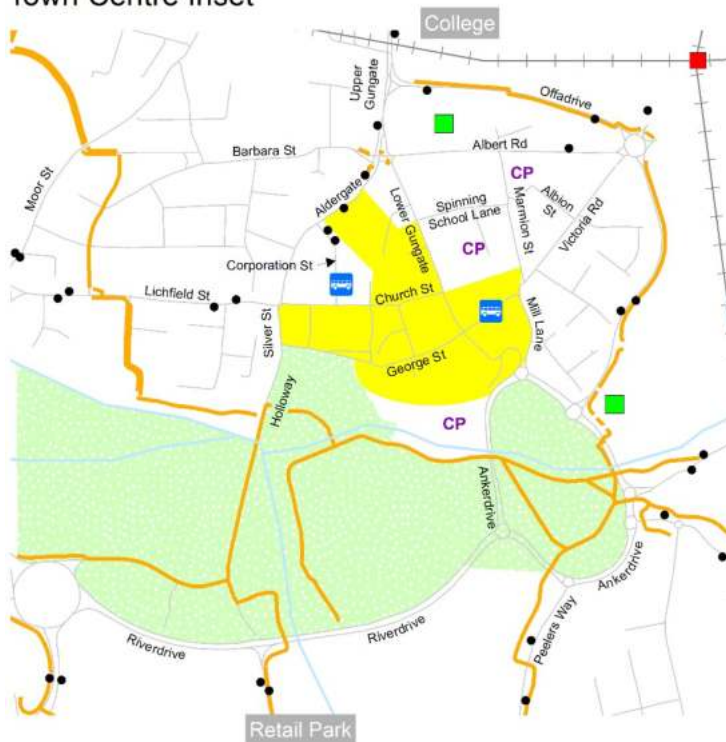
- Town Centre Inset Area
- High School Locations
- Primary School Locations
- Bus Stops
- Car Parks
- Rail Station
- Existing Cycle Network
- Road Network
- Canal Network
- Rail Network
- Stafford Western Access Road
- Existing Employment Areas
- Retail Areas and Supermarkets
- Pedestrian Priority Area
- Strategic Development Locations
- Leisure Areas

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Figure 5.6: Tamworth Urban Area



Town Centre Inset



- Town Centre Inset Area
- High School Locations
- Primary School Locations
- Bus Stops
- Bus Interchange
- Car Parks
- Rail Station
- Supermarkets
- Existing Cycle Network
- Road Network
- Canal Network
- Rail Network
- Existing Employment Areas
- Potential Housing Growth
- Potential Employment Growth
- Pedestrian Priority Area
- Leisure and Wetland Areas

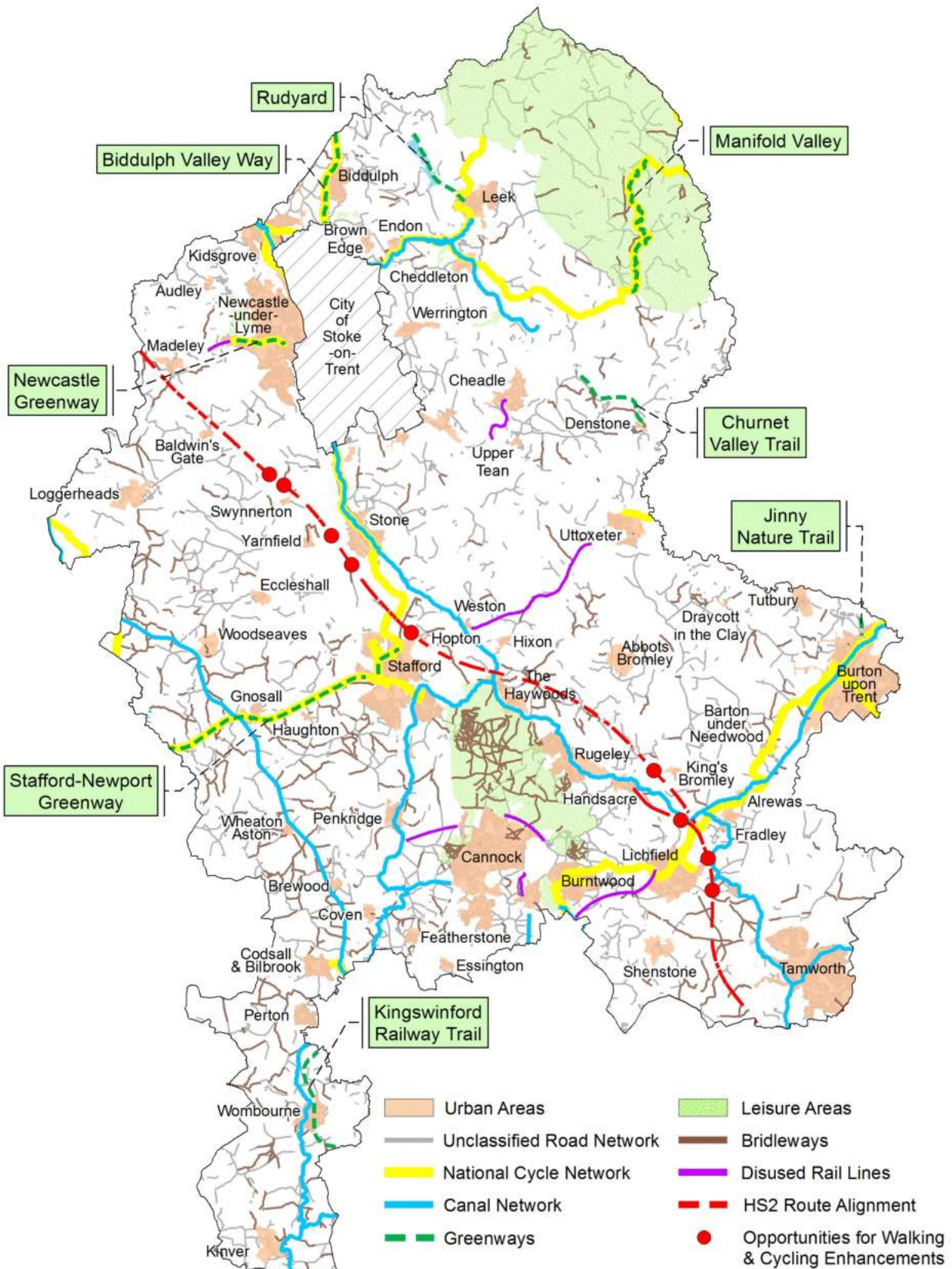
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6. Wider Staffordshire

Introduction

- 6.1 In response to the consultation, the LCWIP has been expanded to recognise the walking and cycling needs throughout Staffordshire. If funding opportunities arise, LCWIP appraisals, audits and business cases intend to be completed, when appropriate, to justify investment in the following:
- Local cycle networks and walking zones in Staffordshire's smaller towns
 - Expansion and upgrade of the National Cycle Network
 - Upgrade of greenways and well-used leisure routes
 - Potential use of disused rail lines
 - Accessible canal towpaths in the vicinity of local settlements and canal side attractions
 - Maximising the opportunity to enhance walking and cycle provision at the interfaces with HS2
 - Maximising the opportunity to create new walking and cycling infrastructure associated with strategic development sites
- 6.2 Staffordshire's wider cycling and walking opportunities are illustrated on Figure 6.1.

Figure 6.1: Staffordshire's Wider Cycling and Walking Opportunities



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National Cycle Network

- 6.3 Sustrans are the custodians of the National Cycle Network and in 2018 they published the 'Paths for Everyone' report which summarises the recommendations resulting from a comprehensive audit and review of the entire Network. Sustrans' vision is a UK-wide network of traffic-free paths for everyone, connecting cities, towns and countryside, loved by the communities they serve. The two main priorities are to make the Network safer and more accessible for everyone.
- 6.4 The Network in Staffordshire is shown on Figure 6.2 and the routes are listed in Table 6.1.

Table 6.1: Staffordshire's National Cycle Network

NCN	Description
5	Kidsgrove, north west along the canal into Cheshire and along the disused rail line into Stoke-on-Trent
555	Kidsgrove, south east along the canal to Harecastle tunnel, through Bathpool Park and along Lowlands Road into Stoke-on-Trent
551	Newcastle-under-Lyme, along the disused rail line (Greenway) between Silverdale and Newcastle-under-Lyme town centre
55	Biddulph, along the disused rail line north into Cheshire and south into Stoke-on-Trent (Biddulph Valley Way)
550	Between Stockton Brook (Stoke-on-Trent), along the canal to Cheddleton and on-road through Basford Green, Ipstones to the Manifold Trail at Waterhouses
549	Manifold Trail (Waterhouses to Hulme End) and on to Derbyshire
559	Cheddleton, along the canal and on-road through Leek and on to Tittesworth Reservoir
55	Along the disused rail line between Stafford, Derrington, Gnosall to Newport in Shropshire
5	Along the canal south of Stoke-on-Trent, through Barlaston and Stone to Aston Marina, continuing on-road between Aston Marina and the Isabel Trail in Stafford. The section through Stafford to Baswich includes the Isabel Trail, on-road sections through the town, along the river and off-road to Baswich
5	Brownhill in the West Midlands, to Chasewater and on-road through Burntwood to the A51 Lichfield
54	Off-road through Lichfield, on-road between Lichfield, Alrewas and Burton upon Trent, joining the canal in Burton upon Trent and into Derbyshire
63	Mainly on-road through Burton upon Trent to Swadlincote in Derbyshire
81	Along the canal in South Staffordshire between Bilbrook and into Wolverhampton (West Midlands)

- 6.5 During 2015 and 2016 a team of independent surveyors audited the National Cycle Network. The condition of the Network was scored and classified based on the four main service measures of surface, flow, signage and traffic safety. Based on the scoring system, the majority of Staffordshire's Network has been classified as Very Good, Good, Poor or Very Poor. The audit classed all

routes that are on-road as Very Poor, even where traffic flows are low. The results for the sections of Network that have been audited are shown on Figures 6.2 to 6.4.

- 6.6 The Paths for Everyone report concludes that insufficient and inconsistent funding for maintenance has been a significant contributing factor to the inconsistent experience for users of the Network. Growing the Network is not a priority for Sustrans unless there are vital missing sections or there is the opportunity to deliver a new traffic-free connection. Evidence shows that there are more walking trips compared to cycling trips on the Network and the aim is to make the Network accessible to everyone who wants to use it.
- 6.7 It is considered that the Very Poor on-road sections that have high traffic flows need the most urgent attention. The priority for the County Council will therefore be the upgrade and completion of the on-road sections through Burton upon Trent, Lichfield and Stafford. This will include tackling junctions and crossings and providing segregated cycle routes where there is the available road width or re-routing the Network to a more appropriate corridor.
- 6.8 The County Council will work with Sustrans to improve Staffordshire's wider National Cycle Network, in line with the priorities recommended in the Paths for Everyone report. This will focus on:
- Re-routing sections that cannot be improved due to limited road width onto new segregated or quiet-way routes
 - Reducing the speed limit on quiet-way sections to 20mph in built-up areas and 40mph in rural areas
 - Improving safety at crossing points on the highway
 - Ensuring path widths and surfaces are built for everyone
 - Removal or redesign of barriers that prevent access by bikes, wheelchairs, mobility scooters and when pushing a buggy
 - Improving signage and wayfinding particularly where the Network links to other local walking and cycling routes
 - New routes that fill the gaps in the Network

Figure 6.2: Condition of inter-urban National Cycle Network

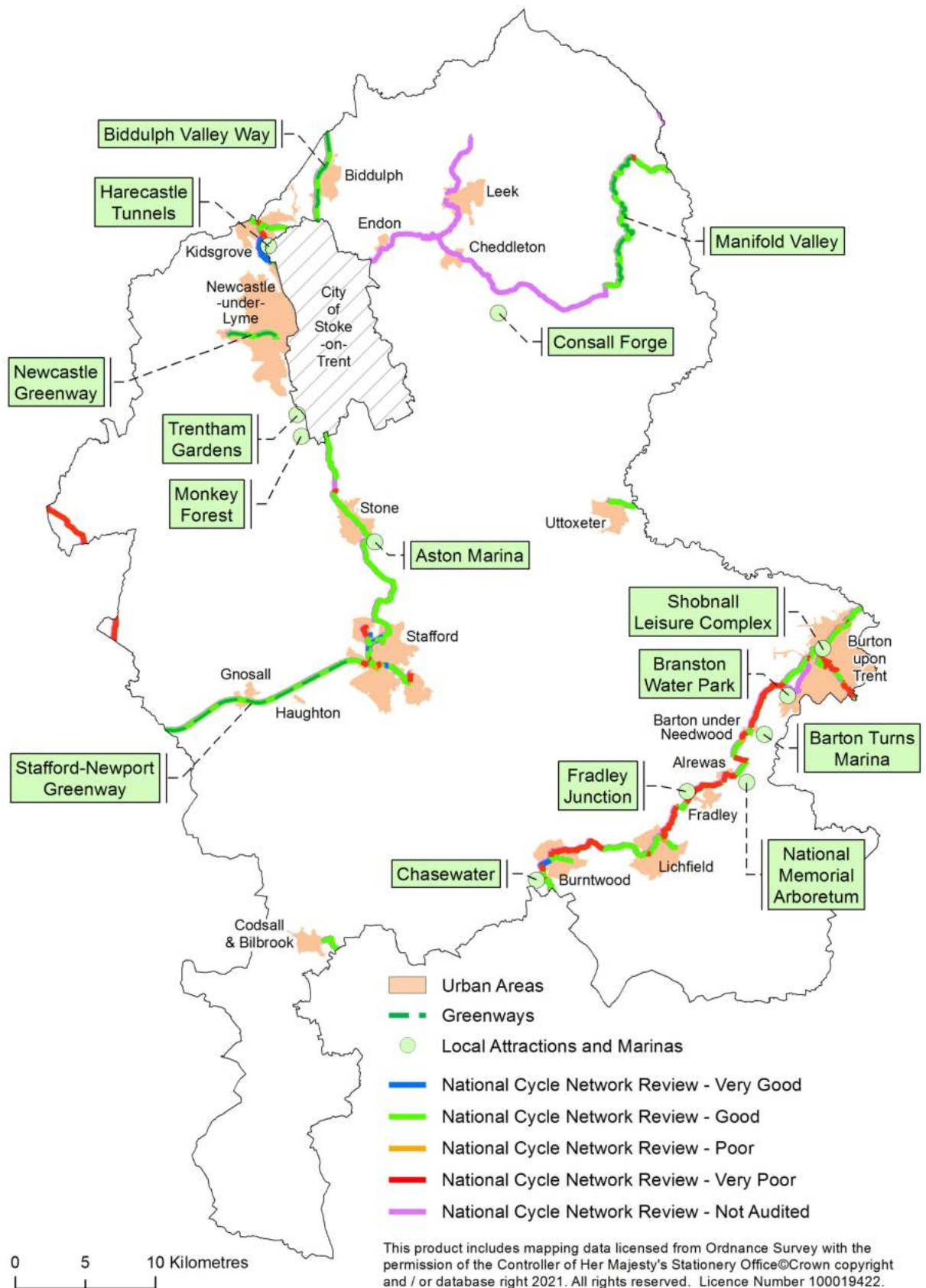
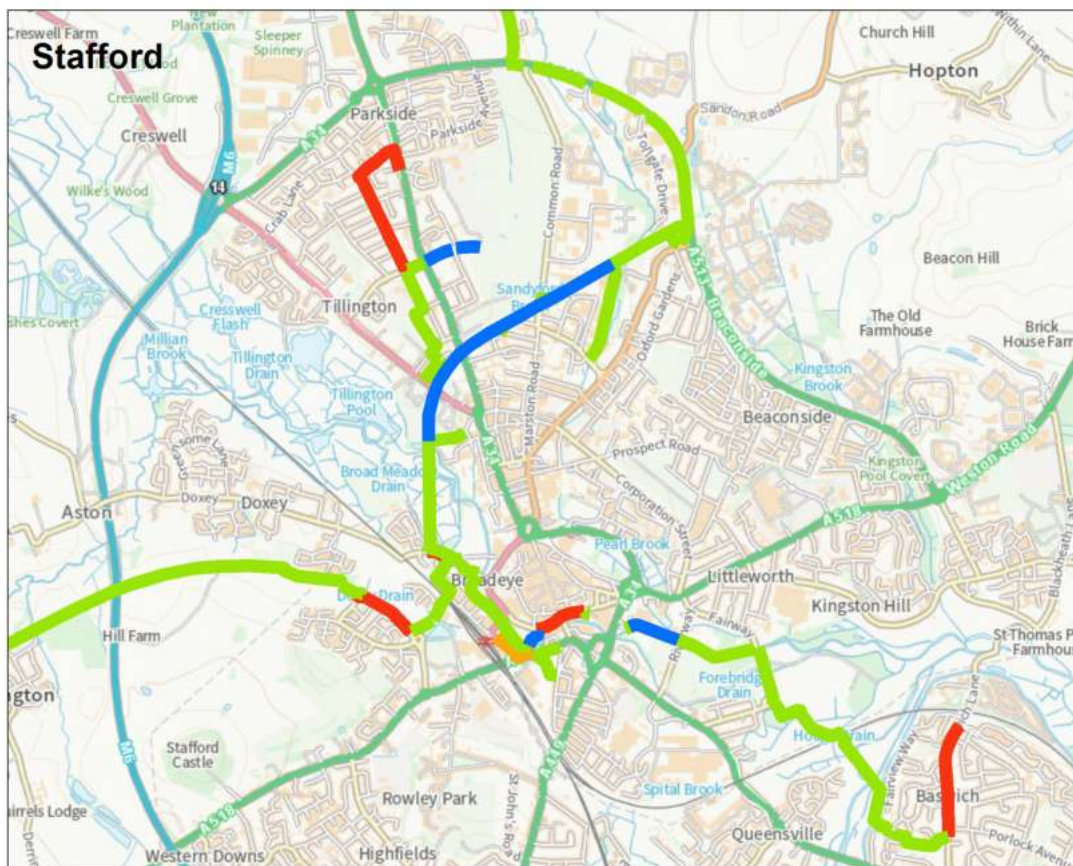


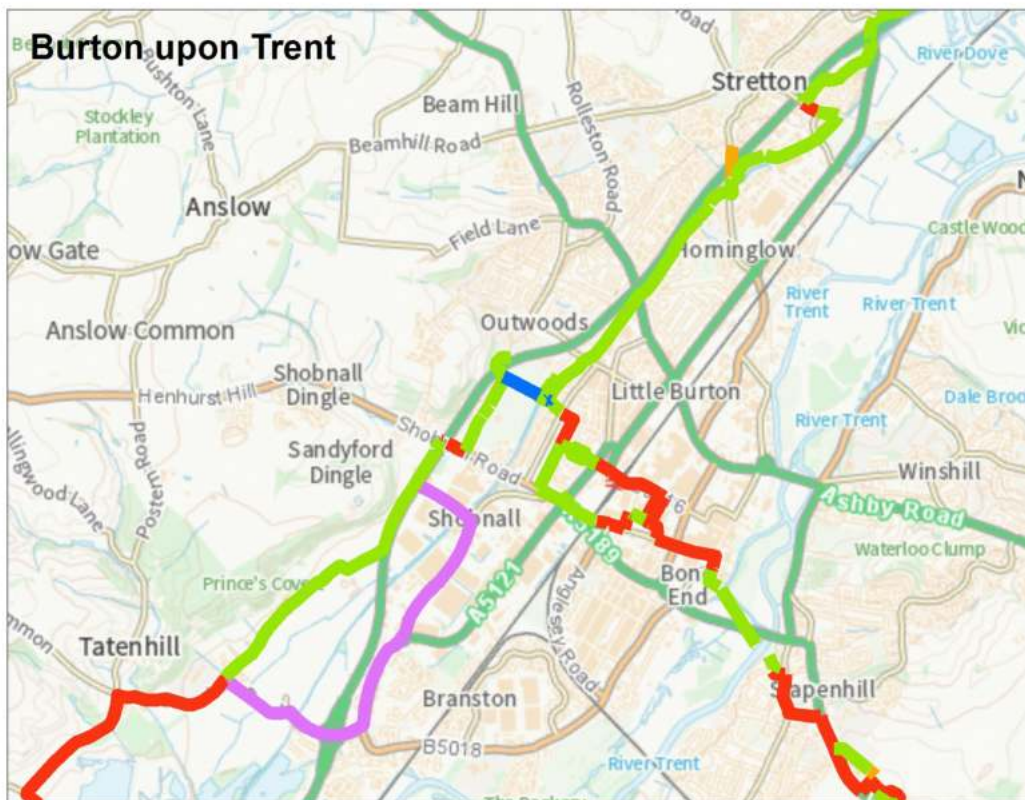
Figure 6.3: Condition of the National Cycle Network in Newcastle-under-Lyme and Stafford



- National Cycle Network Review - Very Good
- National Cycle Network Review - Good
- National Cycle Network Review - Poor
- National Cycle Network Review - Very Poor
- National Cycle Network Review - Not Audited

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Figure 6.4: Condition of the National Cycle Network in Burton upon Trent and Lichfield



- National Cycle Network Review - Very Good
- National Cycle Network Review - Good
- National Cycle Network Review - Poor
- National Cycle Network Review - Very Poor
- National Cycle Network Review - Not Audited

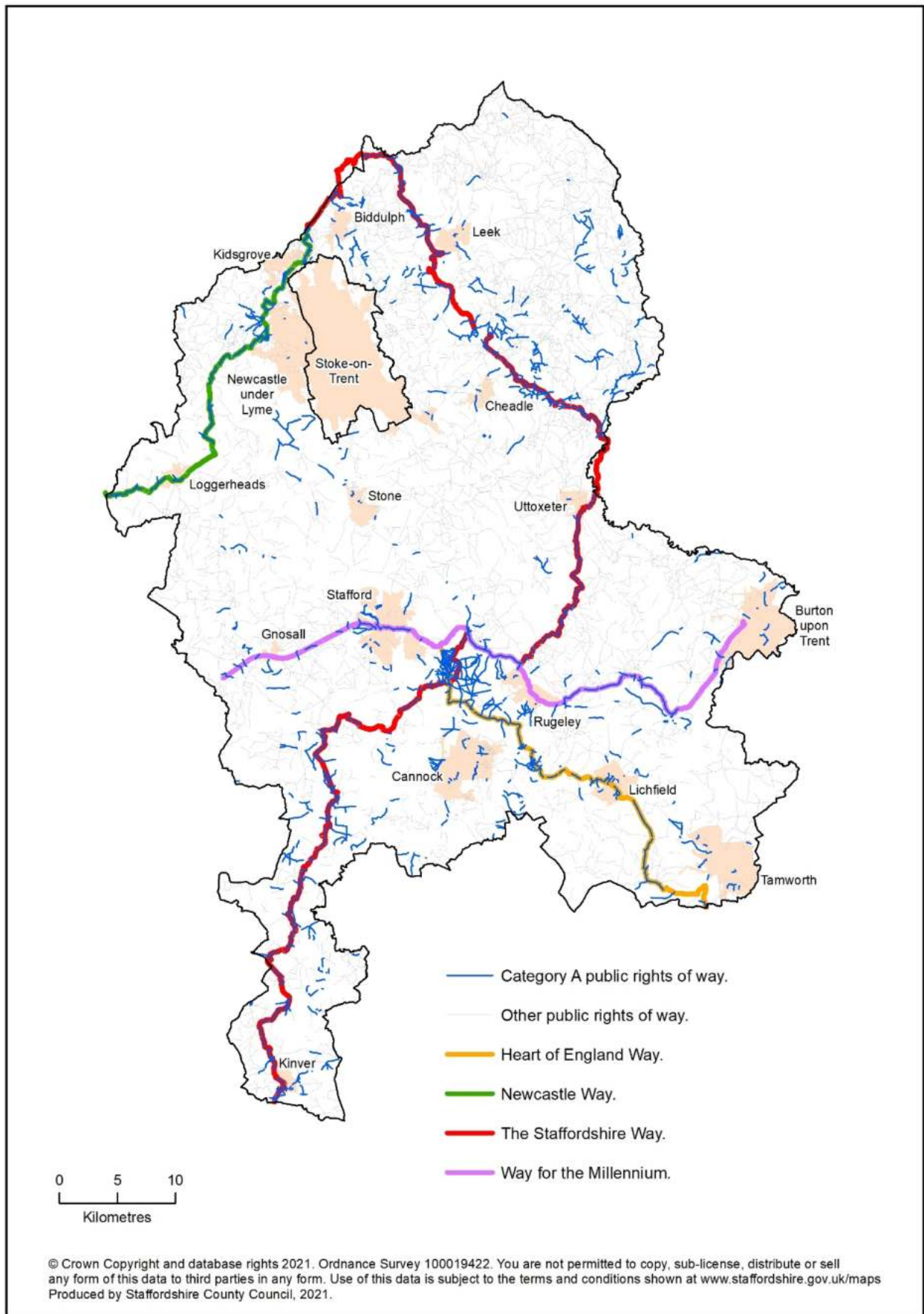
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Public Rights of Way Network

- 6.9 Eighty percent of Staffordshire is countryside and there are over 4,510km of Public Rights of Ways (PRoWs), with almost every community being connected to at least one PRoW. Staffordshire County Council has a statutory duty to protect and assert the rights of the public to use and enjoy the network. A Parish Council has the power to maintain footpaths or bridleways in its area, but this does not remove responsibility from the County Council.
- 6.10 The PRoW network provides great opportunities for physical activity and improved mental health and wellbeing. Evidence indicates that being in the countryside and having access to nature makes positive contributions to an individual's health – both physical and mental. The COVID-19 pandemic has demonstrated this, with many people exploring their local path networks in lockdown, resulting in significantly increased use of many routes. In 2017, a 10-week public consultation was carried out, giving parish councils, user groups and the public the opportunity to comment on how the PRoW network should be managed. Well over 300 responses were received, all talking passionately about the PRoW network and its direct and indirect benefits.
- 6.11 Without investment in the PRoW network, infrastructure and assets may start to fail, resulting in closure for safety reasons. At any one time there are around 2,000 live issues on the PRoW network that need to be investigated, prioritised and resolved. The main issues are path and furniture maintenance (50%), obstructions (25%), and damaged or missing signs (25%).
- 6.12 Staffordshire County Council works with voluntary groups to undertake clearance of paths and repairs to path furniture such as stiles and gates. An Enforcement Policy has also been introduced to give Officers the ability to react positively to landowners who flout the law and ignore their responsibilities for keeping the path network free of obstructions.
- 6.13 The most well-used PRoW routes, classed as A routes, include promoted trails across and within Staffordshire, including the Staffordshire Way and Way for the Millennium. These are shown in Figure 6.5. These routes provide great ways to explore, on foot, some of the most beautiful parts of the county, supporting health outcomes and underpinning the county's tourism offer. The routes vary in length and challenge to appeal to a range of users. They require more pro-active management to address issues, improve wayfinding and update associated route guides, including through digital content. Some routes may benefit from additional infrastructure to make them more accessible to all users, such as rest stops.
- 6.14 The percentage of the PRoW network available to cyclists is relatively low and fragmented (16%). There are popular leisure routes within Staffordshire including bridleways, leisure trails and some greenways that are owned and managed by the County Council and the canal towpath network that is managed by the Canal and River Trust. All these routes can provide valuable linkages between communities. Staffordshire also has an extensive network of very low-trafficked, unclassified rural roads.

- 6.15 Staffordshire's rural network that is generally suited to cycling is shown on Figure 6.1. Maintaining and improving greenways, upgrading short sections of bridleway and creating new routes that link to unclassified rural roads can enhance sustainable connectivity between rural communities and on to larger towns within Staffordshire. Investment would also be needed in guides and digital content to give communities confidence to maximise their use.
- 6.16 Business cases could be potentially be progressed for larger scale investment required to open the disused rail lines indicated on Figure 6.1, as traffic-free routes could potentially enhance walking and cycling connectivity and active leisure pursuits within Staffordshire. Business cases would consider all environmental implications of opening the routes and full costs of land acquisition and ongoing maintenance.

Figure 6.5: Staffordshire's Most well-used Public Rights of Way



HS2 walking and cycling opportunities

- 6.17 In 2017 a study was completed by John Grimshaw and Associates to consider the potential to mitigate and improve walking and cycling links along the line of HS2. Ongoing negotiations are taking place between HS2 Ltd and Staffordshire County Council to ensure that bridleways and rights of way are protected and appropriately diverted where necessary. The creation of new cycle routes will be protected by ensuring that future opportunities to enhance the network are not lost when HS2 is constructed. The key priority locations are shown on Figure 6.1.

HS2 Phase 1 Connectivity Priorities

- 6.18 The County Council will work with HS2 Ltd to consider the potential for betterment to the walking and cycling network at the following locations along HS2 Phase 1:
- **Whittington Heath** - Upgrade the footway underpass to a 3 metre wide bridleway to complete the bridleway connection between Whittington and the A51
 - **Fradley South to Lichfield** – Create a new bridleway/off-road cycle route and relocate and upgrade an underpass between Fradley Distribution Park (Nanscawen Road) and A5127 Burton Road, Lichfield. This is a priority connection between employment, strategic development sites and Lichfield.
 - **Fradley: Trent and Mersey Canal Link** - provide a cycle route from Fradley Distribution Park, along the re-aligned Wood End Lane, linking to the canal and Netherstowe Lane, Lichfield (NCN54) via an HS2 underpass

HS2 Phase 2A Connectivity Priorities

- 6.19 The County Council will work with HS2 Ltd to consider the potential for betterment to the walking and cycling network at the following locations along HS2 Phase 2A:
- **King's Bromley to Fradley** – cycle route from the Trent and Mersey Canal along the HS2 access road linking to Common Lane, King's Bromley
 - **King's Bromley to Nethertown** – footpath provision between HS2 embankment and the A513 Rugeley Road to link up existing and diverted footpaths and to enhance footway provision between King's Bromley and Nethertown
 - **Hopton to Sandon Road, Stafford** – Provide a cycle route between Sandon Road and the diverted Hopton Lane to improve connectivity to Stafford
 - **Stafford to Stone, via Pirehill** – provide a footway / cycleway overbridge at Pire Hill to preserve connectivity between Stafford and Stone along Green Lane and Pirehill Lane
 - **Yarnfield to Stone** – provision of a footway and cycleway along the re-aligned Yarnfield Lane that includes a reconstructed motorway bridge and an underbridge

- **Swynnerton to Stone** – upgrade the footpath diversion at Blakelow Farm to a 3 metre wide bridleway/cycle route to enhance connectivity to Meaford and Stone
- **Swynnerton to Newcastle-under-Lyme, via Beech** – creation of a footway and cycleway to the north of Swynnerton along the road diversion that will replace Stab Lane and Tittensor Road, including sufficient width on the overbridge. This will tie into the A51 and on to bridleways and Bottom Lane and will require an underpass, enhancing connectivity to Newcastle-under-Lyme

Staffordshire's Canal Network

- 6.20 Staffordshire boasts more miles of canal than any other shire county, connecting the settlements and local attractions shown on Figure 6.6. The towpath network is managed and maintained by the charity Canal & River Trust. Towpaths are a mix of permissive paths and Public Rights of Way that are free to use by the public.
- 6.21 The flat nature of the canal network with regular access points can offer excellent traffic-free cycling and walking routes for commuting, short trips and leisure use, especially where towpaths have been resurfaced. Towpaths are particularly important for people who lack the confidence to cycle on the road network, a major barrier in the uptake of cycling and walking. There are several locations within the county where the National Cycle Network follows improved sections of towpath, however there are also many miles where the towpath becomes waterlogged and muddy, especially during the winter months and therefore needs further investment.
- 6.22 Towpaths were not constructed to a specific standard when they were built and Canal & River Trust has adopted a similar approach when it comes to towpath resurfacing. Factors such as the environmental setting and likely levels of usage are used to determine surface material and width. In urban areas towpaths will generally be wider with preference for a bound surface of stone chippings sprayed onto a hard-wearing tarmacadam base, whereas in village or "urban edge" settings a self-binding stone finish is often used. In truly rural locations with low density use the towpaths are often unbound grassy tracks.
- 6.23 As well as acting as a functional routeway, towpaths also have an intrinsic heritage value. Not only are they a legacy of the county's industrial heritage, they have also become important ecological corridors and are a key part of Staffordshire's cycling and walking leisure and tourism offer. During the COVID-19 pandemic usage of canal towpaths increased significantly as communities sought local places to exercise and improve their wellbeing.
- 6.24 The aspiration of Canal & River Trust is to upgrade all the towpaths to an appropriate standard across the network. Figure 6.6 illustrates the extent of the canal towpath network that has been improved within the last 10 years and Staffordshire County Council will continue to work in partnership with Canal & River Trust to secure funding to make further improvements.
- 6.25 Funding priorities will be dependent on the forecast level of usage and the deliverability of a facility that can accommodate walkers, cyclists and other waterway pursuits, whilst sustaining the canal environment. Priority areas will include urban centres where the data indicates the greatest benefit will be realised, but more localised schemes, particularly where there is evidence of high towpath use in rural areas will also be supported. This may include leisure routes through smaller settlements and links to the key attractions shown on Figure 6.6.

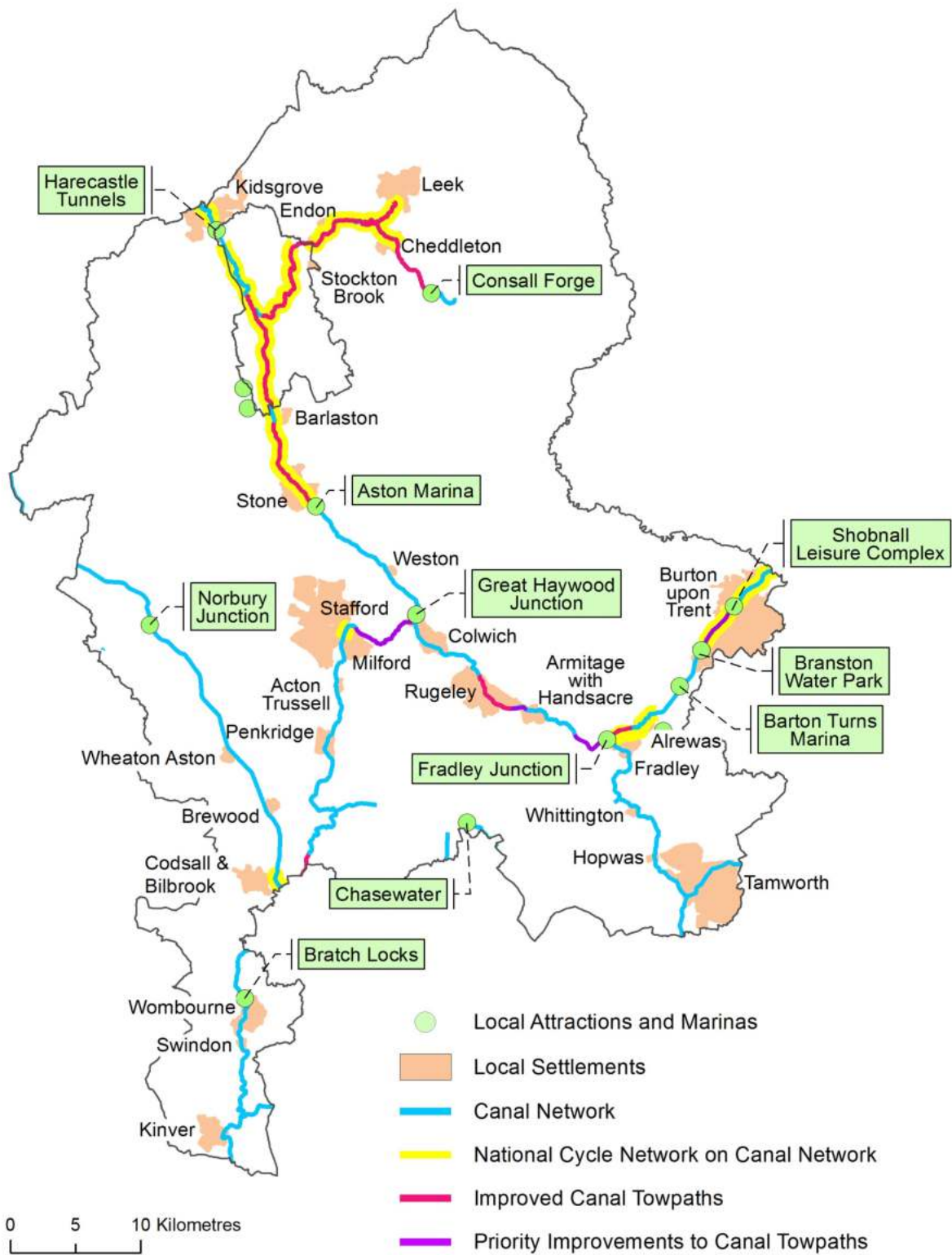
6.26 Potential priorities that could be considered include:

- The whole of the Trent and Mersey Canal, focusing initially on:
 - Burton upon Trent urban area
 - Burton upon Trent to Alrewas
 - Fradley Junction to Rugeley
- Staffordshire and Worcestershire Canal, focusing initially on:
 - Great Haywood to Stafford
 - Connections into the West Midlands conurbation
- Coventry and Birmingham and Fazeley Canals within Tamworth
- Smaller sections through villages along the Shropshire Union and Coventry Canals

6.27 The sections that currently have the greatest potential for funding include:

- Burton upon Trent (Branston to Shobnall) (Town Deal)
- Fradley Marina to King's Bromley Marina (HS2 Ltd)
- Great Haywood junction to Milford (HS2 Ltd)
- Access to Rugeley Power Station strategic development site (S106)

Figure 6.6: Towpaths in Staffordshire



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7. Network Planning for Cycling and Walking

Introduction

7.1 This chapter summarises the GIS analysis undertaken by PJA, in consultation with Sustrans Network Development Manager. A Technical Note produced by PJA is provided in Appendix B. The analysis has determined the cycle network that has the highest cycling demand in the six urban areas, to be taken forward for auditing. Routes with the highest cycling demand have been further prioritised based on the following five criteria:

- Proximity to new employment
- New schools (20,000 extra places by 2031),
- Rail stations
- Locations of personal injury accidents involving vulnerable road users
- Locations with currently low provision for cyclists

7.2 The walking audit focuses on the six town centres. The town centres have been identified as the core walking zones as they are where the greatest number of walking trip generators are located close together and where all pedestrian infrastructure is deemed to be important.

Origin-Destination Analysis

7.3 The identification of cycling demand focuses on the mapping of the main origin and destination points across the six urban areas, with trip origin points being the main residential areas. Commuter and school trips were considered, together with forecast future trip demand from proposed new residential development sites. Journeys considered short enough to be cycled were estimated to be no more than 5km or 20 minutes.

Commuter Trips (town centres and employment areas)

7.4 2011 Census data was used to map the Location of Usual Residence and Place of Work at the Lower Super Output Area (LSOA) level and the average mode share for cyclists was applied to the total number of commuters. These trips were assigned to the shortest routes on the network. Places of work focused on town centres and employment areas.

School Trips

7.5 An average walking, cycling and scooting mode share of 49% for primary schools and 51% for secondary schools was applied to school journeys under 5km. These trips were assigned to the shortest routes on the network.

Forecast Future Demand


7.6 Potential trip rates from proposed new residential areas were estimated using TRICS and, by using Census journey to work data, it was calculated that 32%

of these trips would be under 5km. The forecast cycle mode share was applied to the demand and the trips were assigned to the shortest routes on the network.

Cycle Route Prioritisation

- 7.7 All sections of the network with over 101 cycle to work journeys forecast per day (including those from future housing) were selected to be put forward for further prioritisation, as were all sections with over 101 cycle, walk or scoot school journeys per day. These sections of the network were further prioritised to help determine which sections of this defined network should be the focus of short, medium or long term spend on new or improved cycle infrastructure.
- 7.8 Five factors were chosen to help inform the prioritisation of future spend. The result for each priority was standardised between 0-1 to give every dataset an equal weighting. For the five factors, 1 is the highest rating which represents:
- Closest proximity to employment development, including in town centres
 - Closest proximity to new schools
 - The highest number of cycle trips to rail stations
 - Closest proximity to personal injury accident data including cyclists
 - The least dense cycle network identified through Mesh density analysis. This analysis identifies where there are gaps in the existing network
- 7.9 Rail forms part of the mode share for journeys to work in all six urban areas and is particularly popular in Lichfield where 7% travel to work by rail (Census 2011). There is therefore the potential demand for journeys to the origin station to be made by bike. This demand was considered in the prioritisation process. The analysis assumed that 3km would reflect an average home to station cycle distance and the place of work would need to be within a 10-minute walk of the destination station. These cycle trips were assigned to the shortest routes on the network.
- 7.10 Gap analysis of the cycle network was considered in the prioritisation process and was undertaken using Mesh Density analysis which is the measure of the proximity of cycle routes to each other and how easy it is to reach them.
- 7.11 The final prioritised cycle links for the six urban areas are shown on Figures 7.1 to 7.6. The total priority for each link was calculated from the standardised values giving a maximum possible value of 5 (a maximum rating of 1 for each of the five factors).
- 7.12 Table 7.1 provides a comparison between the six urban areas in terms of the length of links with a cycling demand of over 101 journeys per day and how these lengths have been broken down further in terms of highest and lowest priority ranking.

Table 7.1: Extent of the Prioritised Cycle Links

Urban Area	Links with over 101 journeys per day (m)					Total Length per town (m)
	Lowest priority				Highest priority	
Burton upon Trent	2,108	9,784	23,701	7,604	138	43,335
Cannock	1,108	1,922	8,934	3,521	444	15,929
Lichfield	0	0	6,615	4,132	524	11,271
Newcastle-under-Lyme	0	9,161	7,070	1,843	0	18,074
Stafford	3,046	17,082	9,248	996	0	30,372
Tamworth	1,921	12,613	10,596	0	0	25,130
Total Length per rank (m)	8,183	50,562	66,164	18,096	1,106	144,111

7.13 Table 7.1 shows that Burton upon Trent has the greatest length of cycle links that includes links with over 101 cycle journeys per day and Lichfield has the lowest. Even though Lichfield has the shortest network, there are no links within the lower priority rankings. Only Lichfield, Cannock and Burton upon Trent have lengths of network that have been identified as having the highest priority ranking. The networks in Newcastle-under-Lyme, Stafford and Tamworth generally have a medium level ranking, with Stafford having the greatest length of network within the lower priority band.

Figure 7.1: Cycle Links in Burton upon Trent Prioritised by GIS Analysis

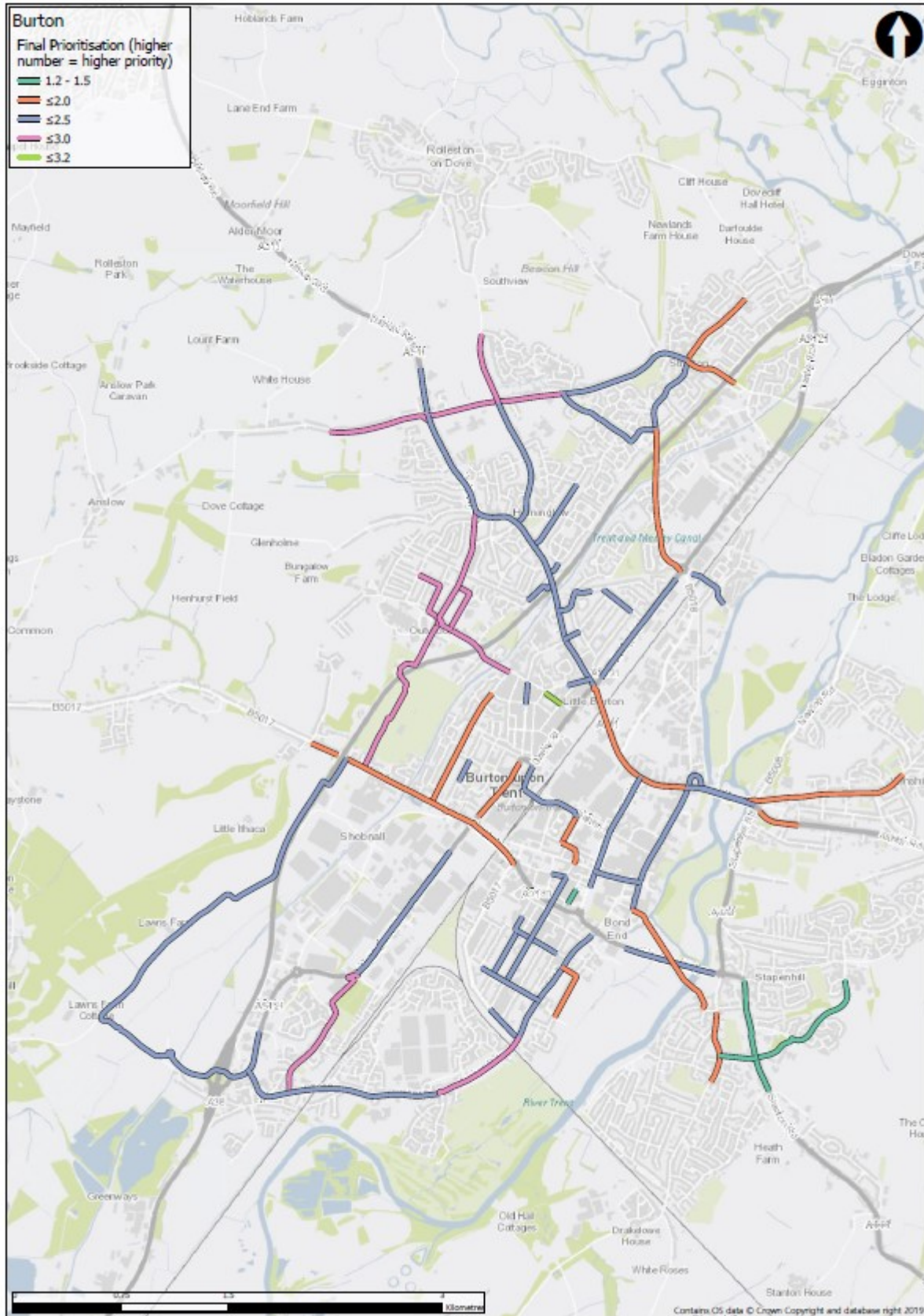


Figure 7.2: Cycle Links in Cannock Prioritised by GIS Analysis



Figure 7.3: Cycle Links in Lichfield Prioritised by GIS Analysis



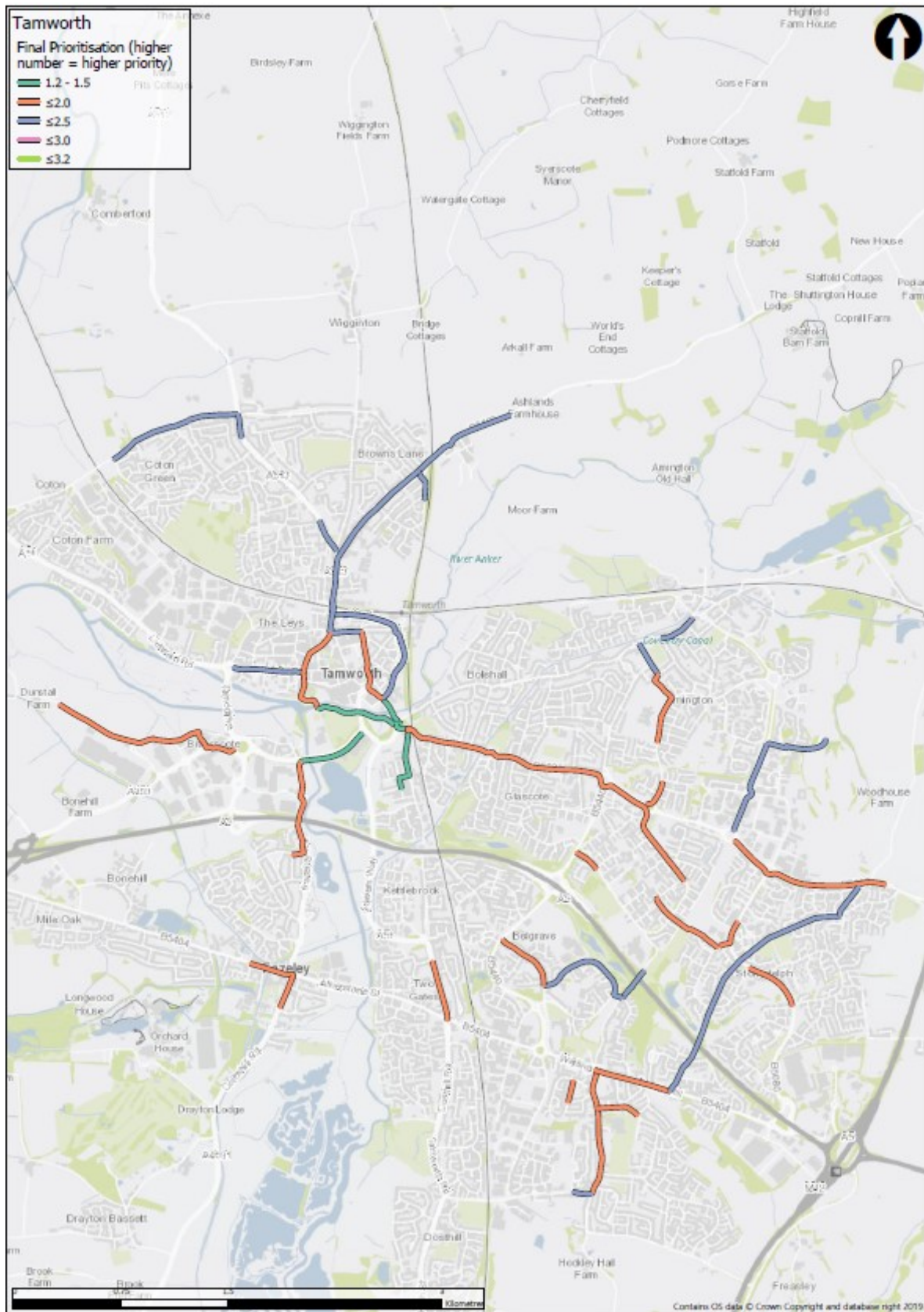
Figure 7.4: Cycle Links in Newcastle-under-Lyme Prioritised by GIS Analysis



Figure 7.5: Cycle Links in Stafford Prioritised by GIS Analysis



Figure 7.6: Cycle Links in Tamworth Prioritised by GIS Analysis



Walkable Town Centres

- 7.14 An initial GIS analysis was completed by PJA to help understand the walking demand throughout the six urban areas. It was assumed that walking journeys would be up to 2km which equates to approximately 25 minutes. 2011 Census data was used to map the Location of Usual Residence and Place of Work at the Lower Super Output Area (LSOA) level and the average mode share for pedestrians was applied to the total number of commuters. These trips were assigned to the shortest routes on the network.
- 7.15 The results of this analysis provided an indication of the most likely walking routes from residential areas to employment sites throughout the urban areas. The volume of pedestrians on these routes was not significantly high in comparison to the levels of pedestrian activity within town centres that tend to be the focus of retail and leisure trips, as well as employment trips. It was therefore concluded that the auditing process should primarily focus on town centres where there is the greatest footfall. Future reviews of the LCWIP could include further analysis of walking commuter routes.
- 7.16 For the purpose of the LCWIP, the town centres are defined as the core walking zones where the greatest number of walking trip attractors are located close together and where all pedestrian infrastructure is deemed to be important. Although a comprehensive walking network exists within the town centres, there are locations that deter pedestrians due to the need for crossing facilities, poor design and maintenance. The focus of Staffordshire's LCWIP is to enhance the existing town centre networks to attract more footfall and encourage regeneration and economic growth.

8. Priority Cycle Route Audit

Methodology

8.1 The routes identified with the highest cycle demand were audited and measures have been identified to improve the routes. The audit involved extensive site surveys and every route was cycled by Sustrans or PJA officers. If it was considered that a route cannot be improved to an acceptable level, the next most direct route was assessed. The audit focused on the five core design outcomes presented in the LCWIP guidance:

- A coherent network with a consistent route quality and easy to navigate
- A direct and fast route between origins and destinations
- A network that is through an environment that feels safe and removes conflicts with motor vehicles
- A network that is smooth and comfortable to ride
- An attractive network that makes cycling a pleasurable activity

Summary of Findings

8.2 The outcome of the audit is detailed in Appendix C which includes a Cycle Route Audit Report for each of the urban areas. They were produced by Sustrans and PJA and the issues that they identify are summarised in paragraphs 8.3 to 8.8. Cycle audit location plans are provided in Appendix D.

Burton upon Trent

8.3 Burton upon Trent has the longest priority network. Footways are wide enough to help accommodate cyclists on routes such as Burton Road and Branston Road, however there are often sections where the footway narrows or there is parking demand. Where road space is not available, quiet parallel residential streets are often the only option for enhancing cycling provision, but many of these routes suffer from significant on-street parking and traffic speeds do not aid safe cycling. Routes around the hospital are particularly impacted by on-street parking. Traffic-free paths are available on short sections of the network, particularly around Wellington Road, Anglesey Street and in the Shobnall area, but they often have poor surfacing and lighting.

Cannock

8.4 The priority routes in Cannock are predominantly residential roads with varying degrees of scope to widen footways. Many roads, such as New Penkridge Road, Pye Green Road, Stafford Road and Hednesford Road are long and straight which can encourage high vehicle speeds. On the quieter residential roads there are a few locations where adjacent landscaped areas (Chenet Way) and off-road paths exist, but it is also common to observe on-street parking with just standard footways. Closer to the town centre, pedestrian subways exclude cycling and footway cycling is often observed.

Lichfield

- 8.5 Lichfield has the shortest priority route network. On busy corridors such as Eastern Avenue, A5127 and A51 there are opportunities for sections of shared provision. One location requiring improvement is near to The Friary School, Eastern Avenue. The conversion of footway to shared provision often needs to be combined with quiet way treatment on residential roads, with some distributor roads requiring speed reduction measures. At a limited number of locations, there is the opportunity to use cut-through paths, for example between Beacon Park and Christchurch Lane. There are instances where current provision is confusing and does not meet current guidelines, for example on Birmingham Road, and there are incomplete facilities linking to new development, particularly in the vicinity of Watery Lane.

Newcastle-under-Lyme

- 8.6 The majority of the priority cycle routes in Newcastle are on heavily trafficked 'A' roads with large roundabouts to negotiate, for example the A34 dual carriageway, A525 and A53. Sections of the A34 have no existing footways and crossing facilities on the ring road are dominated by subways with no cycling facilities. At certain locations, the required carriageway width is available to construct new cycle facilities, although often the only option is to consider quieter parallel routes that can be less direct. There are constraints on these routes, such as property boundaries and on-street parking.

Stafford

- 8.7 Off-road cycle routes already exist on some priority routes however facilities have not been adequately maintained both in terms of surfacing and vegetation clearance. There are locations, such as Tixall Road and Beaconside where urgent maintenance is required. Barriers exist that are difficult to negotiate and rail bridges on Doxey Road, Newport Road and Wolverhampton Road limit the width available for cycle route provision. There are many gaps in the network where road widths are narrow and on-street parking occurs. The town centre pedestrian priority area has been identified on the priority network where cycling is prohibited. Conversely, corridors such as the A34 Lichfield Road benefit from high quality off-road parallel routes that make use of paths along the river.

Tamworth

- 8.8 High quality cycle routes already exist on many of the priority routes, including off-road routes around the castle, however funding has not been available to adequately maintain the surfacing. There is also more scope for the implementation of additional shared use facilities within roadside verges, compared to the other five urban areas, particularly linking to development sites. Close to the town centre there are narrower sections of priority cycle route where new facilities would be difficult to deliver, such as Lichfield Street and Aldergate and there are residential areas, particularly at Kettlebrook Road where on-street parking limits the opportunity for cycle provision.

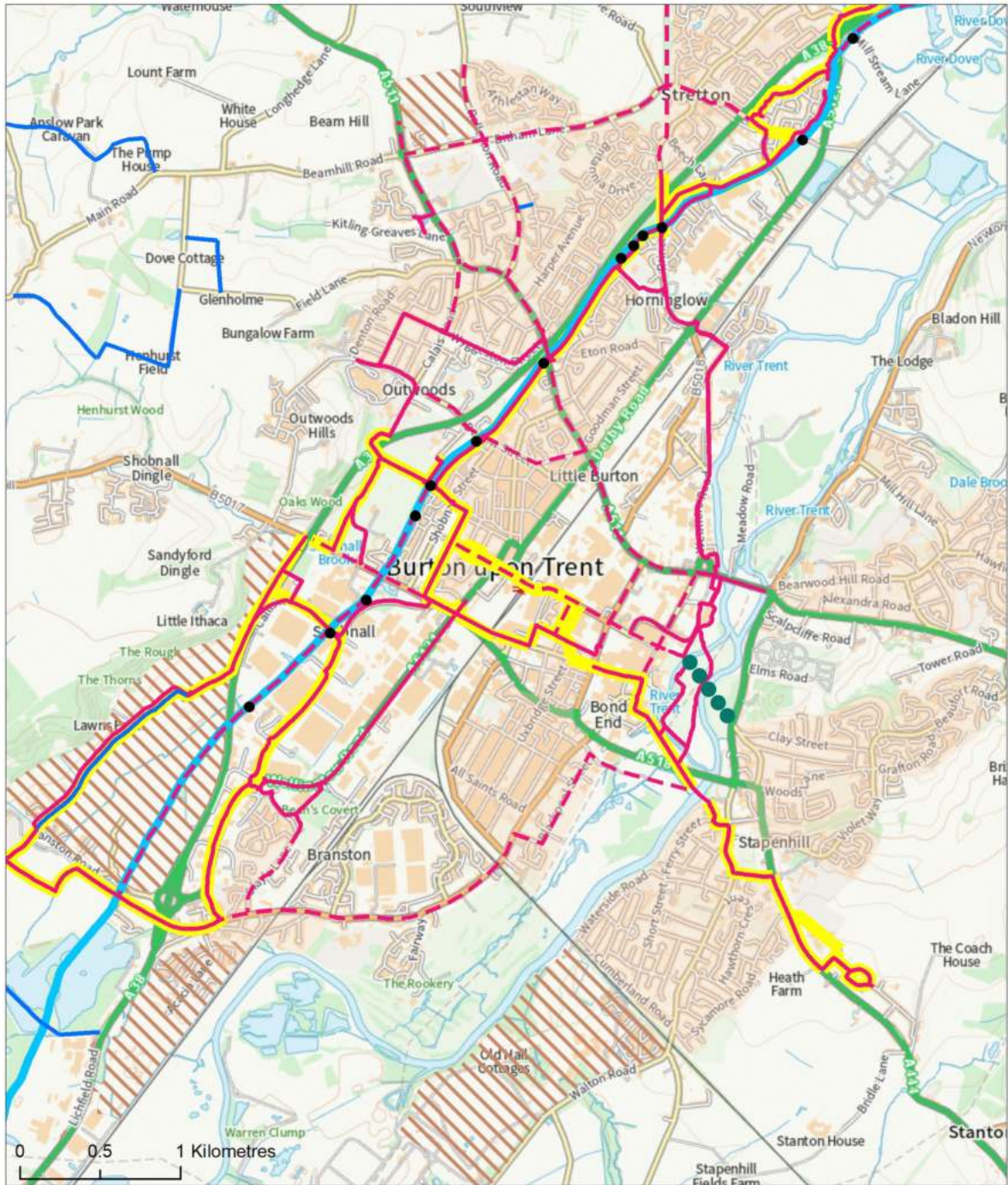
9. Cycle Networks

Introduction

- 9.1 The final prioritised cycle links for the six urban areas are shown on Figures 7.1 to 7.6 in Chapter 7. These priority links have been combined with the existing cycle network to produce plans that indicate how the priority links fit into the overall cycle network.
- 9.2 Figures 9.1 to 9.6 show joined up cycle networks for Burton upon Trent, Cannock, Lichfield, Stafford, Newcastle-under-Lyme and Tamworth. They indicate how the new routes could cohesively join and integrate with the existing local cycle network, the National Cycle Network and canal towpath network, and how they link to strategic development sites. The routes aim to provide connectivity to local quieter roads within residential areas that tend to have low traffic speeds and volumes, suitable for cycling through on the carriageway.

Burton upon Trent

Figure 9.1: Burton upon Trent Cycle Network

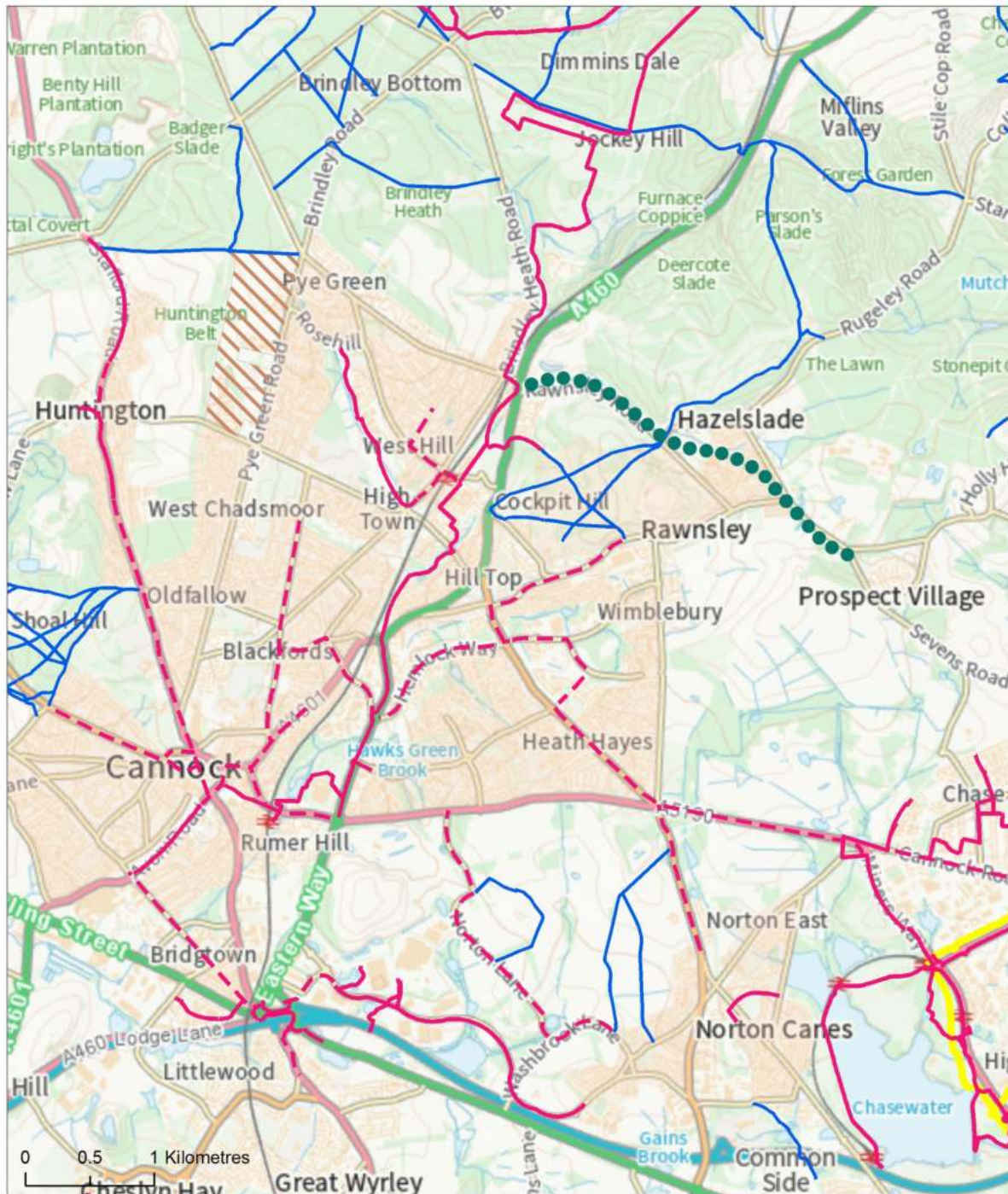


- Maintenance of Existing Cycle Network
- Bridleways
- - - Proposed Cycle Corridors
- National Cycle Network
- Canal Network
- Potential New Walking & Cycling Infrastructure
- Residential Areas Considered Suitable for Cycling Through
- Canal Access Points
- Strategic Development Sites

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Cannock

Figure 9.2: Cannock Cycle Network

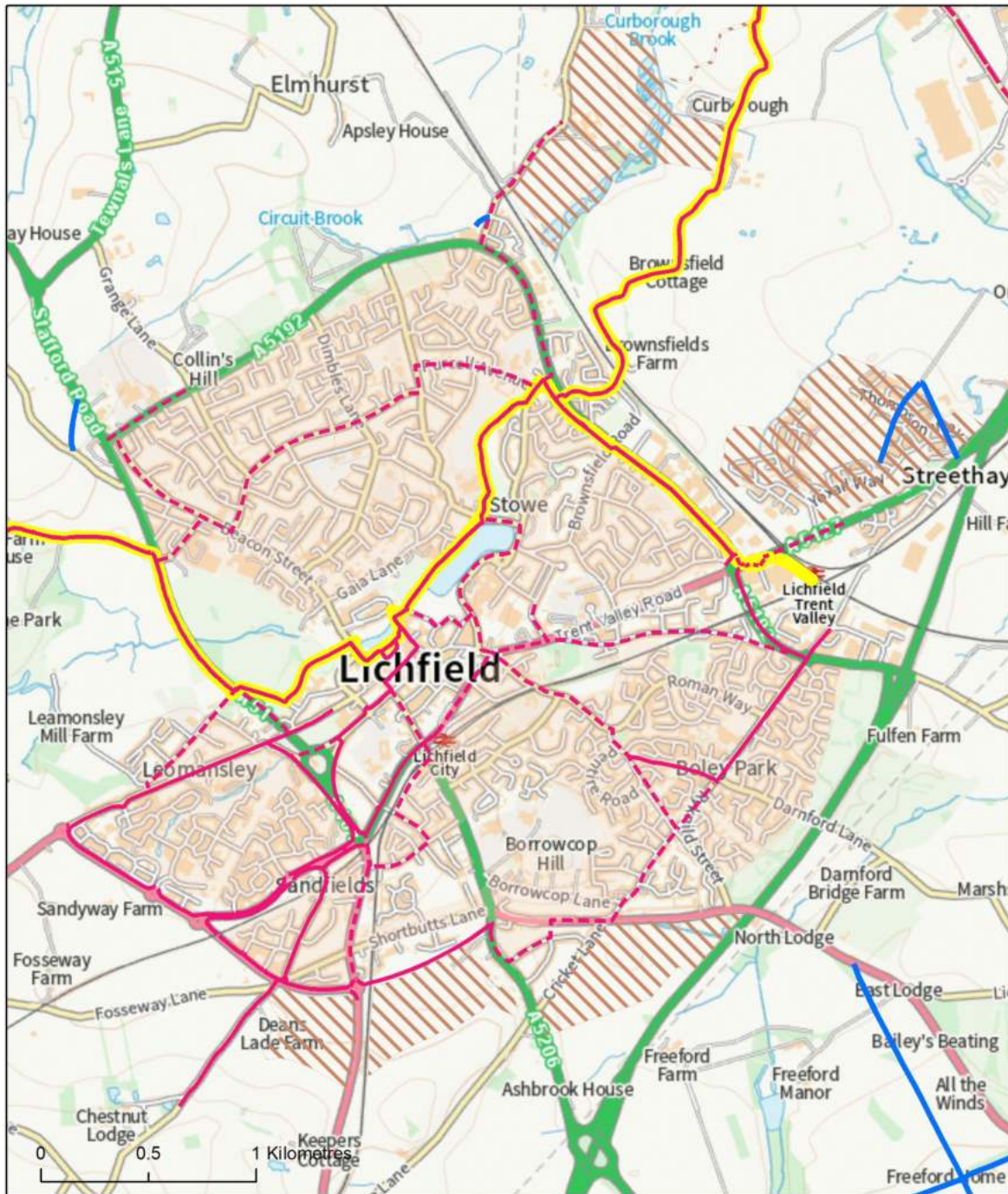


- Maintenance of Existing Cycle Network
- - - Proposed Cycle Corridors
- National Cycle Network
- Bridleways
- Potential New Walking & Cycling Infrastructure
- Residential Areas Considered Suitable for Cycling Through
- Strategic Development Sites

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Lichfield

Figure 9.3: Lichfield Cycle Network

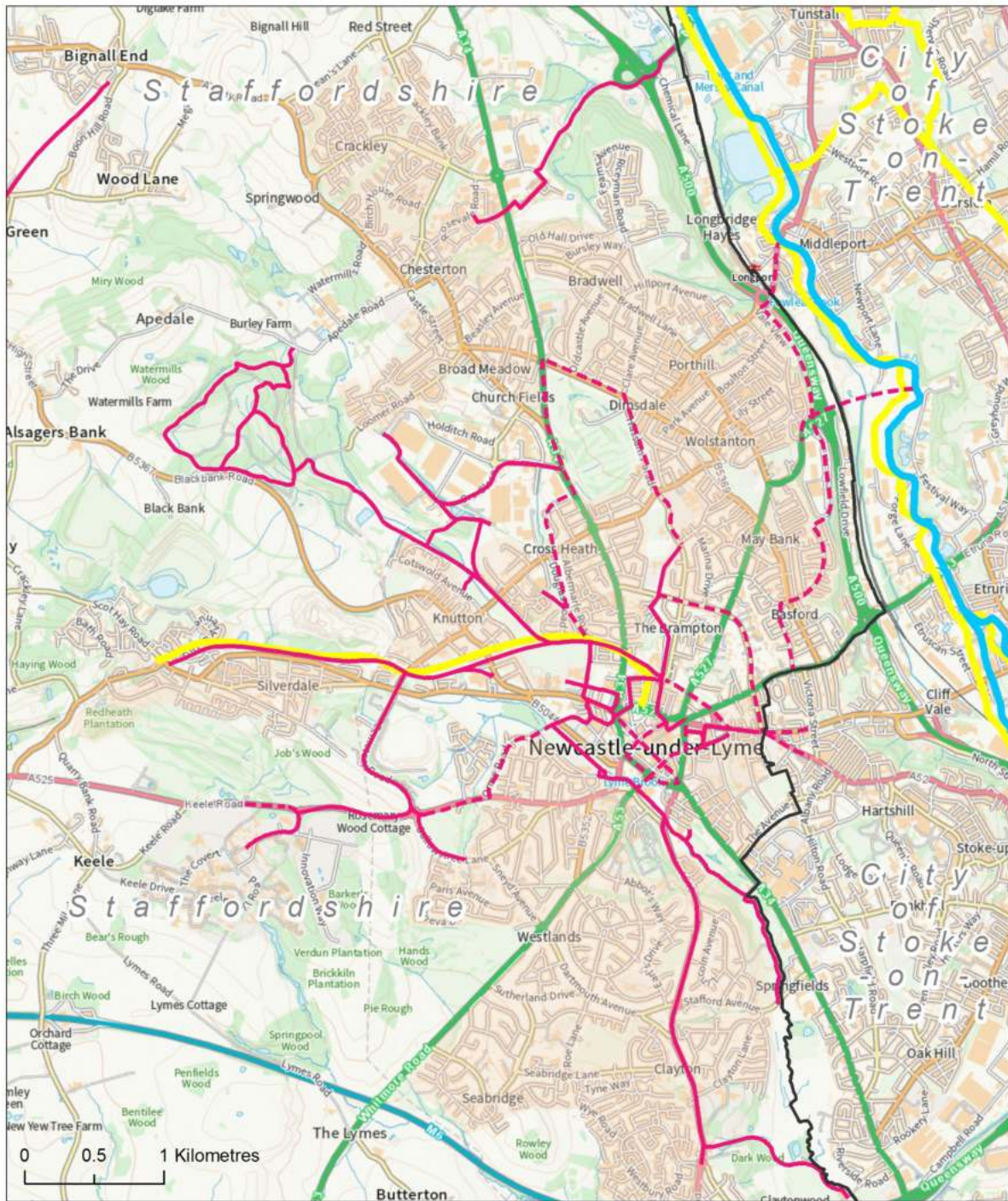


- Maintenance of Existing Cycle Network
- Proposed Cycle Corridor
- National Cycle Network
- Bridleways
- Residential Areas Considered Suitable for Cycling Through
- Strategic Development Sites

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Newcastle-under-Lyme

Figure 9.4: Newcastle-under-Lyme Cycle Network

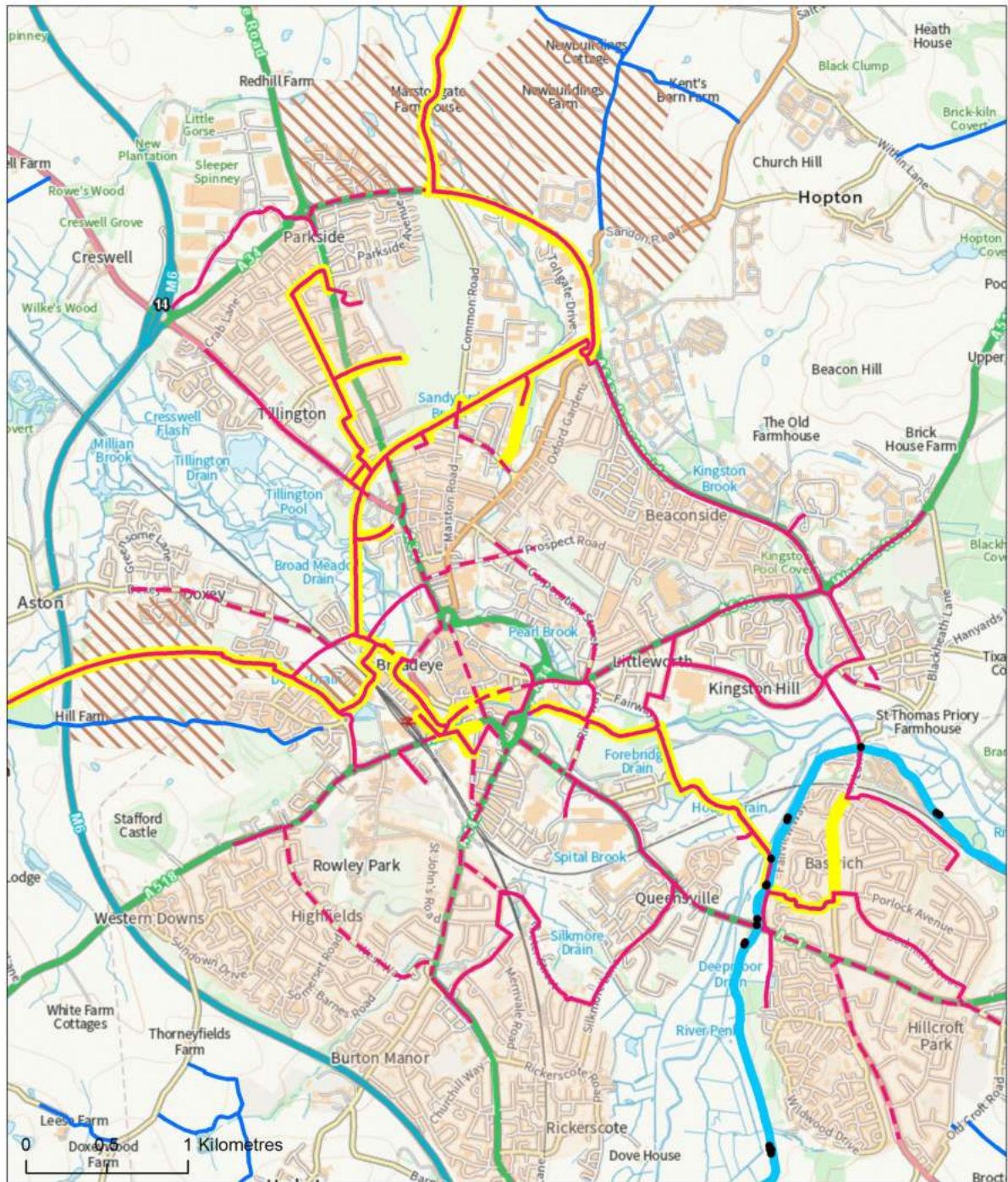


- Maintenance of Existing Cycle Network
- - - Proposed Cycle Corridors
- National Cycle Network
- Canal Network
- Residential Areas Considered Suitable for Cycling Through

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Stafford

Figure 9.5: Stafford Cycle Network

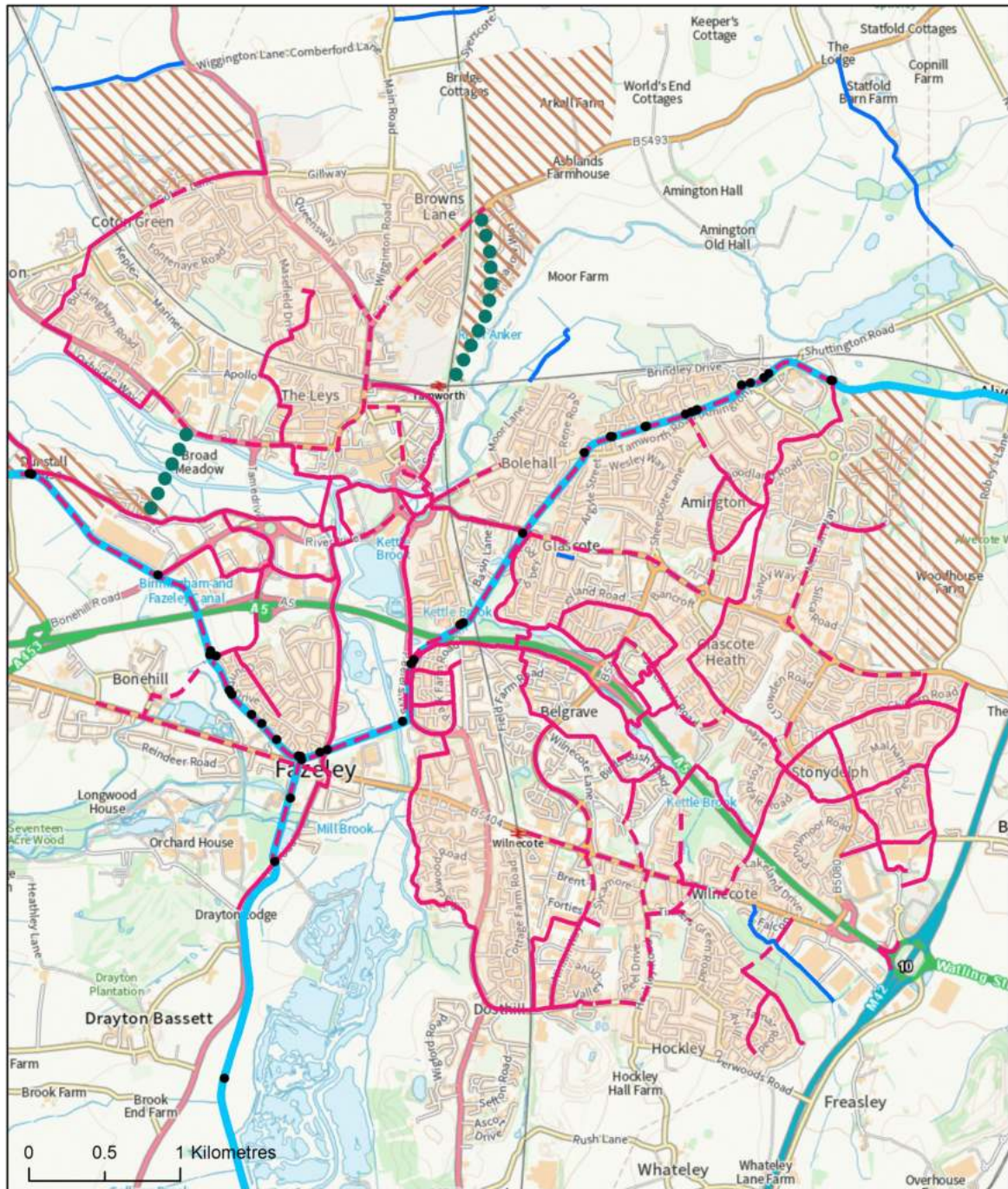


- Maintenance of Existing Cycle Network
- - - Proposed Cycle Corridors
- National Cycle Network
- Canal Network
- Canal Access Points
- Bridleways
- Residential Areas Considered Suitable for Cycling Through
- Strategic Development Sites

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Tamworth

Figure 9.6: Tamworth Cycle Network



- Maintenance of Existing Cycle Network
- - - Proposed Cycle Corridors
- Canal Network
- Canal Access Points
- Bridleways
- Potential New Walking & Cycling Infrastructure
- Residential Areas Considered Suitable for Cycling Through
- Strategic Development Sites

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10. Core Walking Zone Audit

Methodology

10.1 The audit has identified where improvements to pedestrian infrastructure in the six town centres are required. All routes within the town centres where both pedestrians and vehicles are accommodated were audited on foot by Sustrans or PJA officers. Where several minor improvements have been identified in the same area or route, schemes have been amalgamated into a package of works, to ensure individual measures are implemented together and achieve complementary benefits and synergies. The audit focused on:

- **Attractiveness** – maintenance, fear of crime, traffic noise and pollution
- **Comfort** – condition, footway width, width of staggered crossings/pedestrian refuges, footway parking and gradient
- **Directness** – footway provision, location of crossings in relation to desire lines, gaps in traffic (where no controlled crossings present or if likely to cross outside of controlled crossing) and green man time
- **Safety** – traffic volume, traffic speed and visibility
- **Coherence** – dropped kerbs and tactile paving

Summary of Findings

10.2 The outcome of the audit is detailed in Appendix E which includes a Walking Zone Audit Report for each of the town centres, produced by Sustrans and PJA. Table 10.1 provides a summary of the overall performance of the routes in each town. The scoring excludes town centre locations that are already traffic-free where improvements are not expected to be required. Overall, Stafford receives the highest score. Newcastle's low score is attributed to the inclusion of the heavily trafficked ring road within the audit.

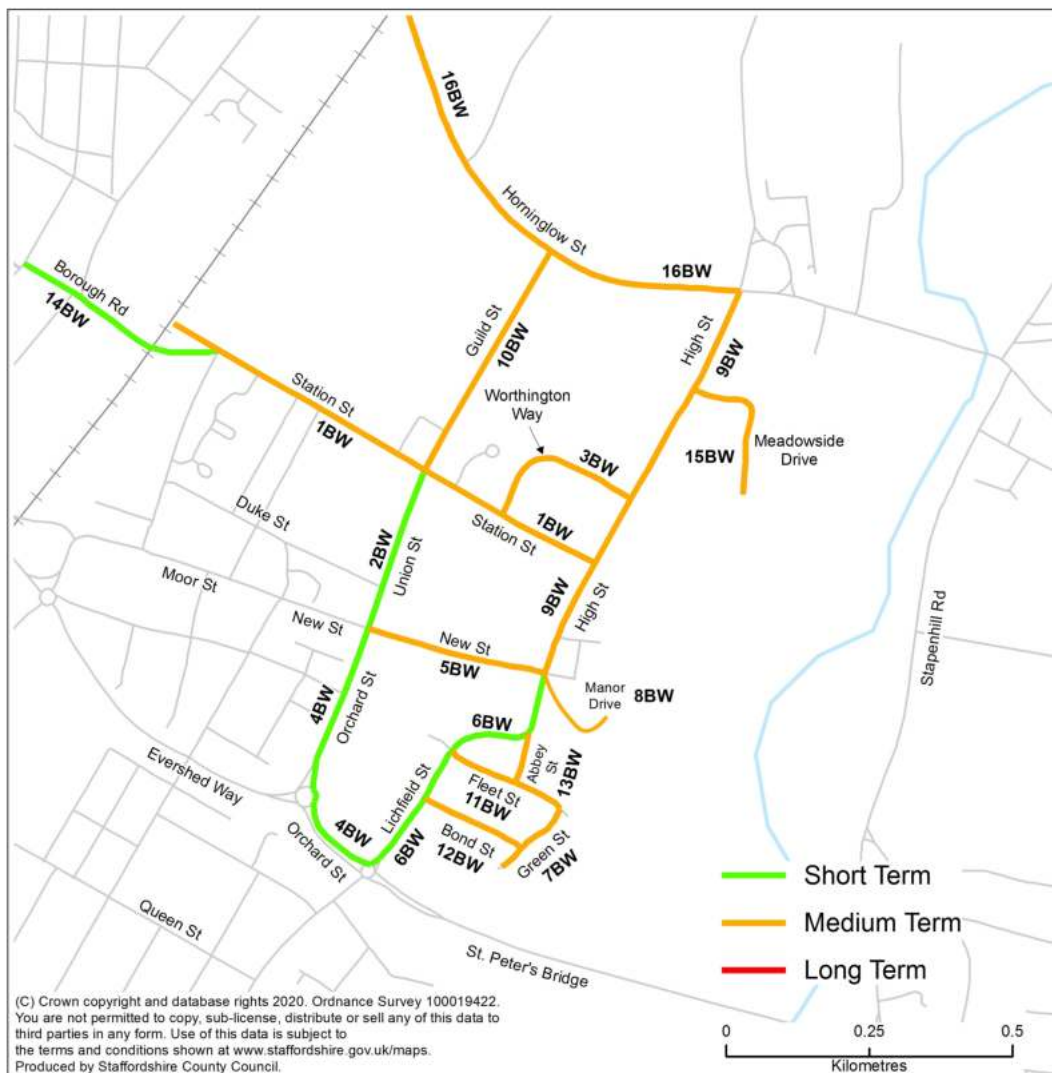
Table 10.1: Overall performance of town centre routes (excluding areas that are already traffic-free)

Town centre	Performance scores (out of 100)					Overall
	Attractiveness	Comfort	Directness	Safety	Coherence	
Burton upon Trent	67	66	65	66	40	64
Cannock	78	77	85	57	29	73
Lichfield	82	79	78	64	77	76
Newcastle-under-Lyme	56	54	65	44	50	56
Stafford	82	78	83	85	53	80
Tamworth	67	72	72	65	35	68

Burton upon Trent

10.3 16 town centre routes shared by vehicles and pedestrians were audited and the routes that improvements are recommended on are shown in Figure 10.1. Many streets are considered to have below the minimum level of provision, hence requiring improvement, the exception being the low trafficked streets of Manor Drive, Abbey Street and Meadowside Drive. The five routes considered to have the greatest pedestrian / vehicle conflict include Union Street, Orchard Street, Guild Street, Borough Road and Horninglow Street. The need for improved dropped kerbs and tactile paving is common on most routes. Footway maintenance is a concern on Guild Street, High Street, Orchard Street, Green Street, Fleet Street, Bond Street and Abbey Street and footway widths are inadequate on sections of High Street, Station Street, Lichfield Street and New Street. The route with the lowest overall score is Lichfield Street.

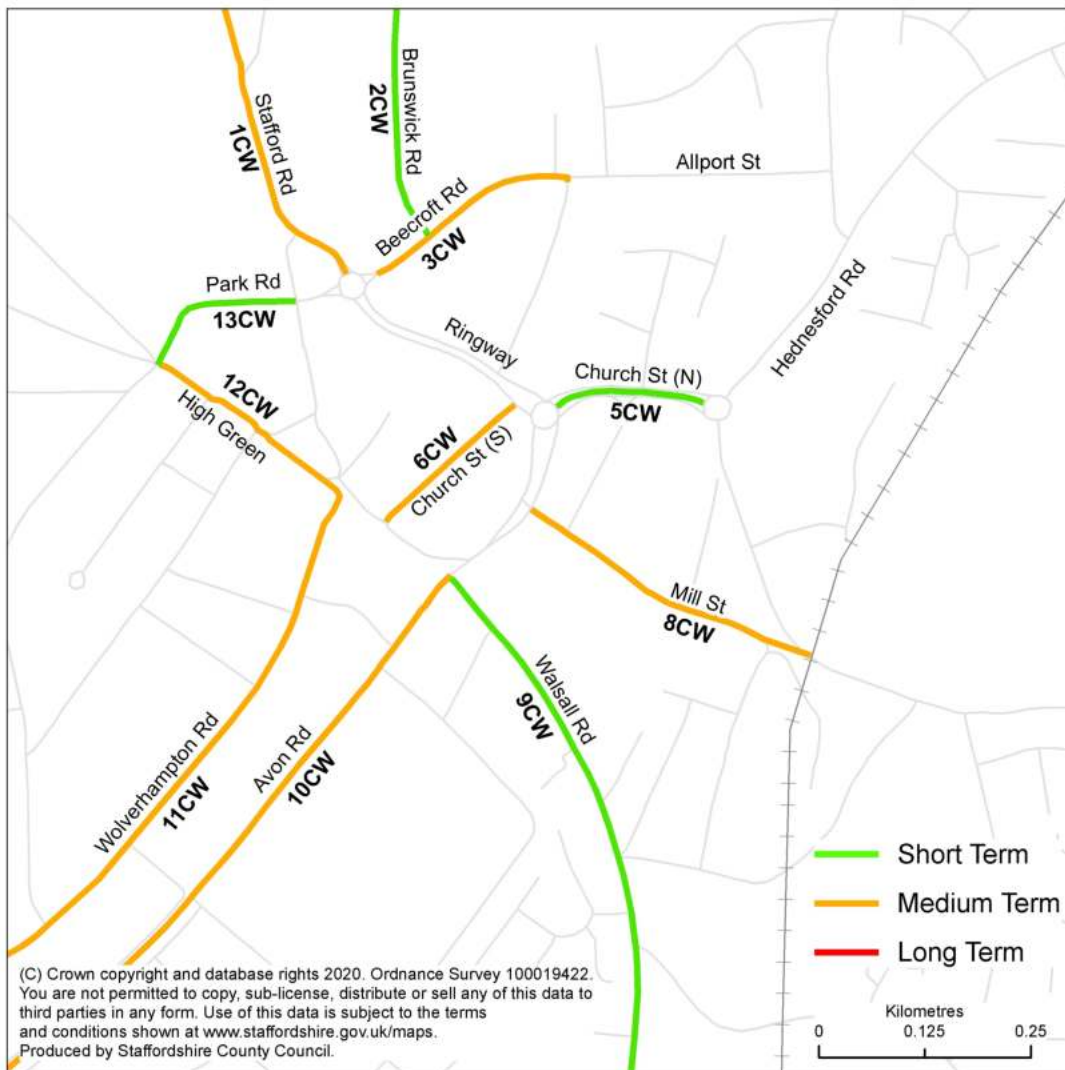
Figure 10.1: Location of Walking Schemes in Burton upon Trent



Cannock

10.4 13 town centre routes shared by vehicles and pedestrians were audited and the routes that improvements are recommended on are shown in Figure 10.2. Although many routes have a high level of provision, such as Beecroft Road, Allport Road, Wolverhampton Road and High Green, improvements are recommended on 11 routes. Poor footway maintenance is identified on Stafford Road, Brunswick Road, Church Street and Walsall Road. Footway width is an issue on Stafford Road, Walsall Road, High Green and Park Road. Missing dropped kerbs and tactile paving, along with street clutter are general concerns.

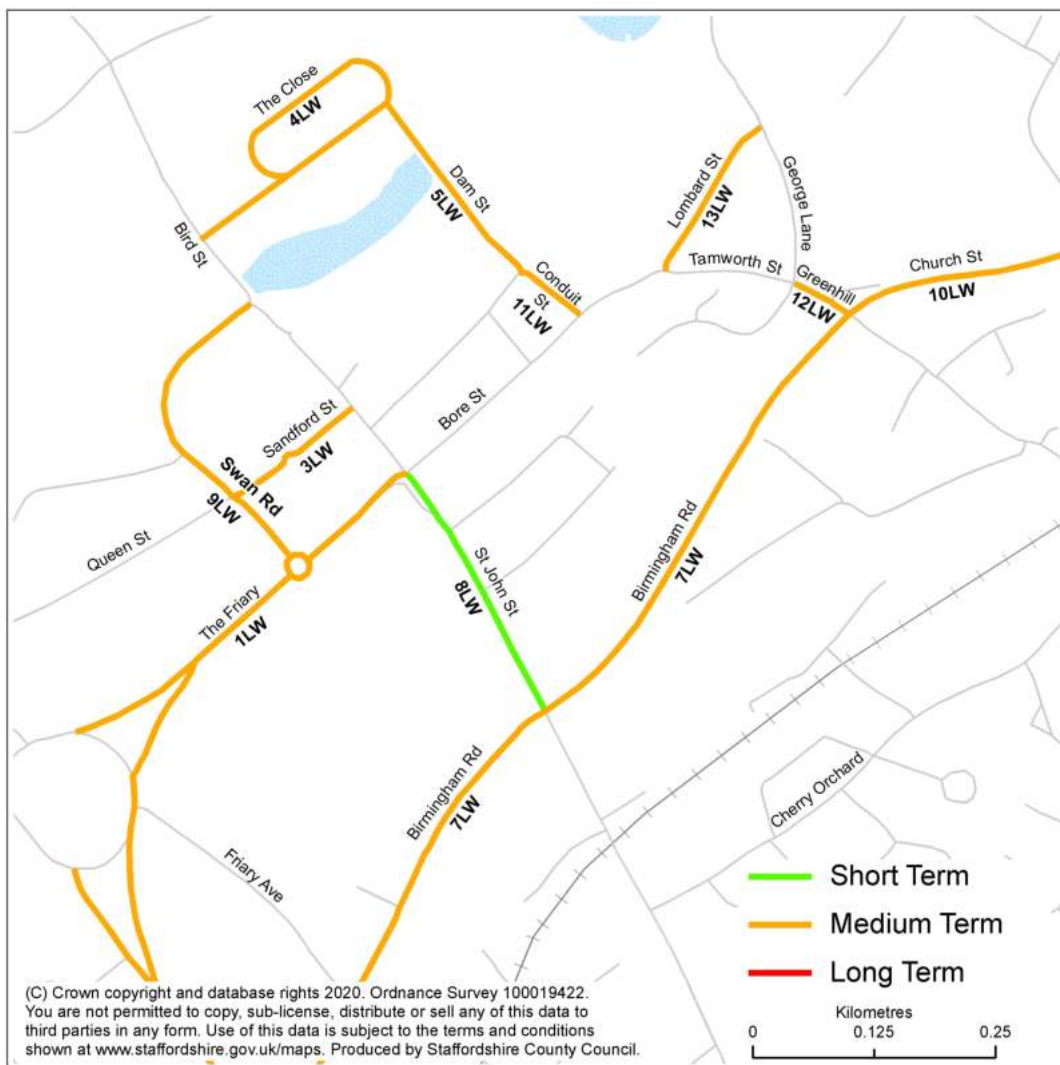
Figure 10.2: Location of Walking Schemes in Cannock



Lichfield

10.5 Out of the 13 town centre routes shared by vehicles and pedestrians that were audited, Bore Street, Dam Street and Tamworth Street received the maximum score in terms of level of provision for pedestrians. Other routes, such as The Close, Greenhill and Lombard Street, would benefit from footway widening, and footway maintenance is an issue on The Friary, Sandford Street, St John's Street and Swan Road. Recommendations are made to reduce pedestrian waiting times on the more heavily trafficked routes such as Birmingham Road. Where possible, pedestrian crossing distances at junctions should be reduced and match desire lines. The route with the lowest overall score is St John's Street. The routes that improvements are recommended on are shown in Figure 10.3.

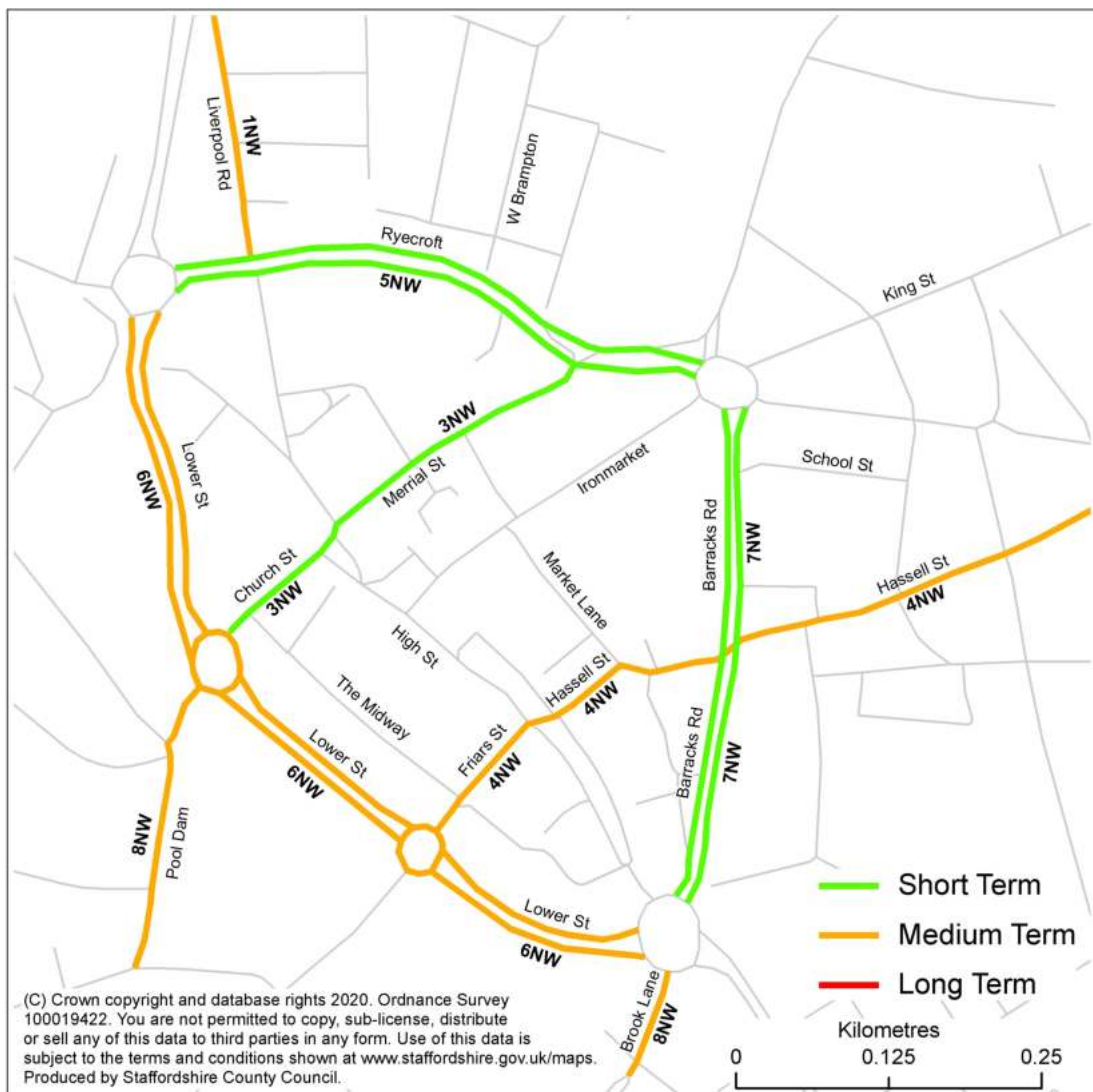
Figure 10.3: Location of Walking Schemes in Lichfield



Newcastle-under-Lyme

10.6 Eight town centre routes shared by vehicles and pedestrians were audited and the routes that improvements are recommended on are shown in Figure 10.4. The streetscape on Merrial Street, Liverpool Road, Hassell Street and Friars Street is the main issue within the ring road. Footways around the ring road are the greatest cause for concern and at the access points from the ring road to the town centre. Ryecroft, Lower Street and Barracks Road are significantly below the minimum level of provision. The audit also noted areas of narrow footway and limited crossing facilities on Pool Dam and Brook Lane located outside the ring road.

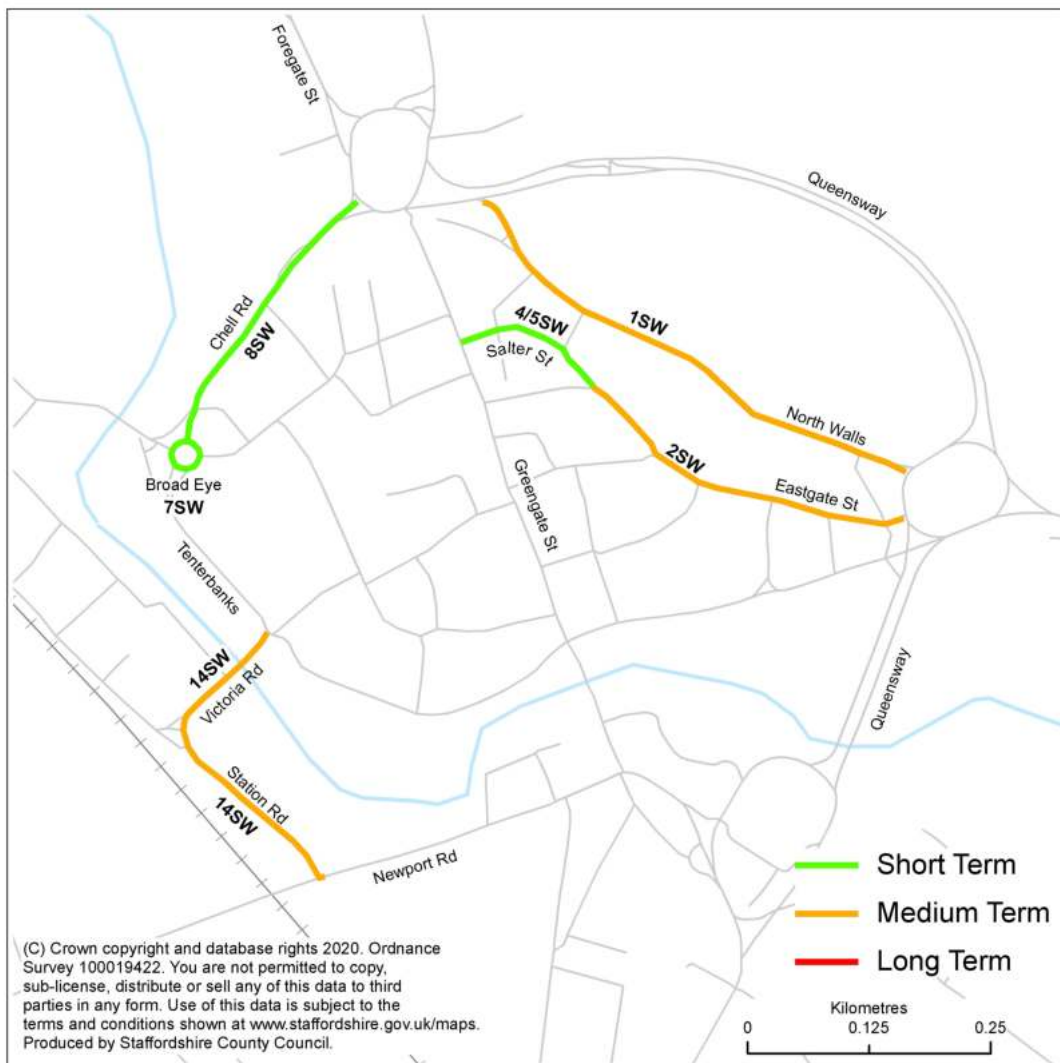
Figure 10.4: Location of Walking Schemes in Newcastle-under-Lyme



Stafford

10.7 Stafford town centre received the highest performance scores out of all six towns. Out of the 18 routes shared by vehicles and pedestrians, only seven require improvements for pedestrians, as shown on Figure 10.5. This includes North Walls, Eastgate Street, Salter Street, Broad Eye, Chell Road, Victoria Road and Station Road. Four of these routes will be relieved by the construction of the Stafford Western Access Route which is currently under construction and expected to be open in 2021. The most significant issues relate to footway maintenance, lack of tactile paving and dropped kerbs, footway width and crossing facilities.

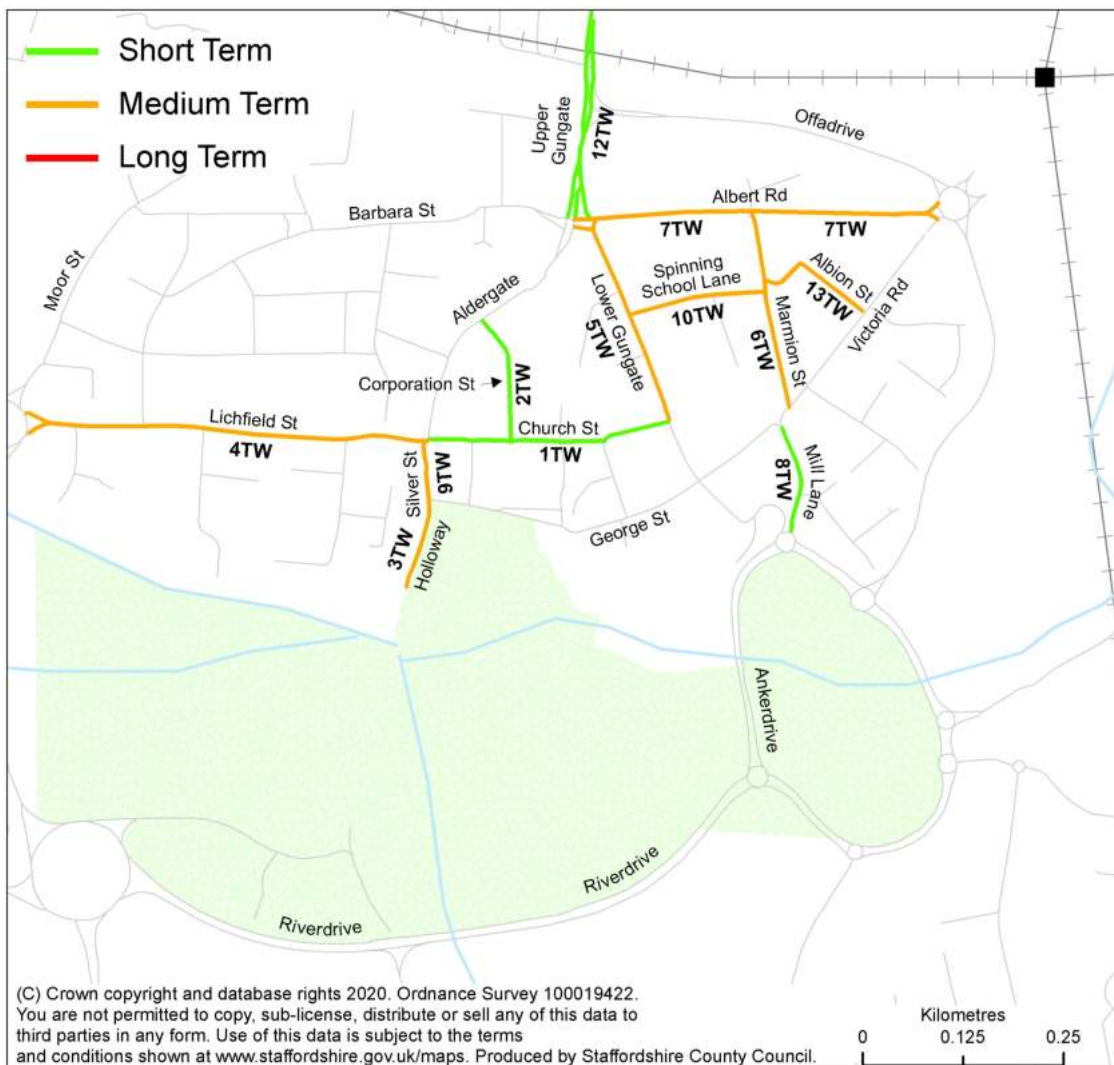
Figure 10.5: Location of Walking Schemes in Stafford



Tamworth

10.8 13 town centre streets shared by vehicles and pedestrians were audited, with Victoria Road receiving the highest performance score and Lower Gungate, Upper Gungate and Marmion Street receiving the lowest scores. Poor footway maintenance was highlighted on Church Street, Marmion Street, Albert Road, Spinning School Lane, with Albion Street also experiencing drainage issues. Footway width is a concern on Church Street, Lichfield Street, Lower Gungate, Marmion Street and Albion Street. Narrow footways were raised as an issue on the numerous routes that provide vehicle access to car parks. Limited visibility created by the high volume of buses on Corporation Street is a concern. Improved crossing provision at side roads is often required and signal crossing waiting times are a concern on Upper Gungate. The routes recommended for improvement are shown on Figure 10.6.

Figure 10.6: Location of Walking Schemes in Tamworth



11. Scheme Proposals and Delivery

Scheme Proposals

- 11.1 The auditing of the priority cycling routes and core walking zones within the six urban areas has identified a long list of around 200 potential infrastructure improvements. Appraisal and audits have not been completed for schemes within the rest of Staffordshire and are therefore not included within this long list of 200 improvements.
- 11.2 The proposed cycling schemes within the urban areas will help to complete the cycle networks in Chapter 9 and include a combination of the following:
- New lengths of walking / cycle routes
 - Quiet way treatment and traffic calming
 - New crossing facilities
 - Narrowing of junctions and entry treatments
 - Enhanced condition of existing cycle routes
 - Improved signage and wayfinding
 - Cycling through vehicle-restricted areas
- 11.3 Walking schemes focus on making the six town centre environments more attractive, comfortable, direct, safe and coherent and include:
- New pedestrian crossings
 - Resurfaced footways
 - Widened footways
 - Enhanced crossing facilities by increasing width and crossing times
 - Reduced traffic speed
 - Relocation of street furniture
 - General improvements to the public realm
- 11.4 The overall proportion of proposed scheme types is summarised in Table 11.1.

Table 11.1: Overall Proposed Scheme Types (in priority order)

Scheme Type	Schemes (%)
New cycle route	17%
Crossing facilities for peds/cyclists	17%
Surface improvement/maintain existing route	11%
Traffic calming	10%
Tactile paving/ dropped kerbs	8%
Quietway treatment	8%
Footway widening	8%
20mph zone	7%
Obstruction removal/de-clutter	5%
On-street parking restrictions	4%
New footway	3%
Enhanced cycle signs	2%

Prioritisation of Schemes within the Six Urban Areas

11.5 The 200 potential schemes have been prioritised based on their ability to benefit the greatest number of cyclists and pedestrians and achieve the objectives of improving sustainable connectivity and safety. Where possible, the scoring process has been automated using the outputs from the GIS analysis undertaken by PJA. The indicative value for money and feasibility of the scheme has also been considered based on conceptual design ideas. The scheme prioritisation is based on the following:

- Effectiveness of Scheme
- Fit with Policy
- Economic Impact
- Scheme Deliverability

Effectiveness of Scheme

11.6 The effectiveness of the scheme is dictated by the cycling demand on the route that the proposal intends to improve. Schemes have been given a score between 1 and 5 based on the outputs of the GIS analysis produced by PJA. The score takes account of the following journey types:

- Cycle to work journeys per day – commuter journeys under 5km
- Cycle/walk to school journeys per day – school journeys under 5km
- Forecast cycle demand from new developments

11.7 The effectiveness of schemes within the town centres that improves provision for pedestrians has been scored in terms of the pedestrian demand along the route and its likelihood to improve the journey to work by walking.

Fit with Policy

11.8 All of the 200 schemes fit with the three interconnected priority outcomes of the County Council's Strategy Plan for up to 2022:

- Be able to access more good jobs and feel the benefit of economic growth
- Be healthier and more independent
- Feel safer, happier and more supported in and by their community

11.9 It was agreed with Sustrans and PJA that the policy scoring process should be based on measurable policies that, by 2040, aim to deliver Better Safety, Better Mobility and Better Streets, in line with LCWIP guidance. The outputs of the GIS analysis that align with these ambitions and have been used as part of the scoring process, are summarised in Table 11.2.

Table 11.2: Policy Criteria of Scoring Process

Policy scoring criteria	LCWIP Ambitions		
	Better Safety	Better Mobility	Better Streets
Connects to rail		✓	
Proximity to new jobs and schools		✓	
Improves safety	✓		✓
Enhances cycle network density	✓	✓	✓
Enhances walking zone	✓	✓	✓

11.10 Table 11.3 summarises how the cycling schemes are scored in terms of helping to achieve the five policy criteria and LCWIP ambitions. The location of a scheme that corresponds with a section of the network that has the greatest ability to benefit the policy criteria has been given the highest score. As part of the GIS analysis, the score for connecting to rail; proximity to new jobs and schools; improving safety and enhancing cycle network density was standardised between 0-1 to provide each dataset with an equal weighting.

11.11 A high scoring cycling scheme is achieved under the following scenario:

- Scheme on a section of network with the greatest number of cycle-rail trips
- Scheme on a section of network with the greatest number of cycling trips from proposed new employment and new schools
- Scheme at a location where there is limited existing cycling facilities
- Scheme located near to recorded personal injury accidents involving cyclists

Table 11.3: Policy Scoring Process for Cycling Schemes

SCORE	1	2	3	4
Connects to rail	≤0.25	≤0.50	≤0.75	≤1.00
Proximity to new jobs	≤0.25	≤0.50	≤0.75	≤1.00
Proximity to new schools	≤0.25	≤0.50	≤0.75	≤1.00
Improves safety	≤0.25	≤0.50	≤0.75	≤1.00
Enhances cycle network density	≤0.25	≤0.50	≤0.75	≤1.00

11.12 Walking schemes were scored based on the criteria used in the LCWIP walking route selection tool. A high scoring walking scheme is achieved under the following scenario:

- Scheme that improve the attractiveness, comfort, directness, safety and coherence of town centre streets
- Scheme that improves connectivity to rail
- Scheme that improves connectivity to jobs and schools
- Scheme that improves safety for pedestrians

Economic Impact

11.13 An indicative appraisal has been completed for all scheme to help identify which improvements are likely to represent high value for money. The appraisal is based on the likely number of users compared to the likely cost of the scheme.

Scheme Deliverability

11.14 Based on the County Council's previous experience of delivering walking and cycling schemes, the key criteria to deliverability is the extent to which the scheme can be delivered within the existing public highway boundary; likely political and stakeholder support for the scheme; and the ability for the scheme to attract funding.

11.15 Schemes that can clearly be delivered within the highway boundary score the highest in terms of deliverability. Proposals receive a lower score if delivery will be delayed by the following:

- Land acquisition
- Agreements required with other delivery organisations such as Network Rail, Highways England, Local Planning Authorities and Canal and River Trust
- Complex and more costly schemes that depend on the completion of full business cases and bidding processes

11.16 Schemes that have the greatest potential to attract funding are scored higher. The existing funding streams that are available to the County Council include:

- Integrated transport block funding allocated through a political approval process
- 'Needs-based' maintenance capital block funding
- S106 funds received through planning obligations
- S278 funds received via planning conditions
- Community Infrastructure Levy managed by District/Borough Councils
- HS2 Road Safety Funds (Phase 1/2A)
- Active Travel Fund
- Getting Building Funds managed by Stoke-on-Trent and Staffordshire LEP
- Levelling Up Funds

11.17 Funding awards (known in March 2021) during 2020 and 2021 for schemes within the six urban areas include the following:

- £508,000 award from Department for Transport funds managed by Sustrans to deliver an improvement to the National Cycle Network in Stafford
- £1.83 million award the from the Government's Active Travel Fund (Tranche 2) to deliver schemes in Burton upon Trent, Cannock, Stafford and Newcastle-under-Lyme

- Getting Building Fund award of £210,000 to deliver schemes in Tamworth and Burton upon Trent
- 11.18 The HS2 Phase One Road Safety Fund allocation of £2.975 million available to Staffordshire County Council will be delivering a programme of works between 2021/22 and 2025/26. Around £1.255 million of the funding is expected to deliver walking and cycling schemes within Lichfield urban area.
- 11.19 As new funding opportunities emerge, deliverability scores may be subject to change. The minimum £31m investment assumes investment within the existing public highway boundary, however opportunities may arise to create new traffic-free walking and cycling infrastructure that could help to deliver the cycle networks in Chapter 9. Opportunities could be unlocked as:
- The business case for Burton upon Trent Town Deal is progressed, which proposes a new traffic-free crossing over the River Trent (see Figure 9.1)
 - The potential re-opening of the Rawsley Branch line in Cannock is progressed and promoted by Sustrans as a potential extension to the National Cycle Network (see Figure 9.2)
 - Strategic development sites are constructed in Tamworth (see Figure 9.6)
 - Levelling Up Fund applications progress
- 11.20 Two strategic development locations within Tamworth may provide the opportunity to create new segregated facilities serving cycling priority corridors. This could potentially include new walking and cycling infrastructure over the River Tame between Dunstall Lane development site and the A51 and a direct connection between the strategic development site at Anker Valley and Tamworth rail station.
- 11.21 Staffordshire County Council's 2021/22 indicative Capability Fund revenue allocation of £252,386 is available to support:
- The development and design of proposed LCWIP schemes to LTN 1/20 standards
 - Further appraisals and audits throughout the wider Staffordshire area
 - LTN 1/20 reviews of walking and cycling infrastructure proposed as part of the planning application process
 - Behavioural change programmes linked to LCWIP infrastructure.
 - Raising the profile of walking and cycling in Staffordshire
- 11.22 Department for Transport capital funding allocations expected for the funding period 2021/22 to 2024/25 will support the delivery of LCWIP infrastructure to LTN 1/20 standards.

Indicative Scheme Programme for the Urban Areas

- 11.23 In order for Staffordshire County Council to have the ability to help the government achieve its ambition of Better Safety, Better Mobility and Better Streets, a minimum of £31m investment is required up to 2030/31 to deliver 200 schemes on the priority cycle networks and core walking zones in Burton

upon Trent, Cannock, Lichfield, Newcastle-under-Lyme, Stafford and Tamworth.

11.24 All 200 schemes are priority schemes that emerged from the GIS analysis. As required by LCWIP guidance, the 200 schemes have been further prioritised in terms of short, medium or long-term delivery during the period up to 2030/31, as identified in Appendix F. The programme will be subject to ongoing review, following the outcome of consultations, detailed design and the announcement of funding streams.

11.25 Additional funding would enable additional schemes to be added to the programme to deliver the following:

- Required amendments to scheme design to achieve LTN 1/20 compliance
- Improvements to the wider Staffordshire walking and cycling network identified in Chapter 6
- New traffic-free routes outside the existing public highway boundary that would serve priority cycling corridors, as described in paragraph 11.19
- Maintenance of the existing cycle network

11.26 Delivery in the short-term up to 2023/24 includes schemes that achieve the highest score in the prioritisation process. Generally, these schemes are within the existing highway boundary, but delivery will be dependent on the availability of funding resources. All other schemes are likely to require significant levels of additional funding and are expected to have a longer lead-in period due to the size and complexity of the proposal, including potential land acquisition and buy-in from politicians and partner organisations.

11.27 All schemes proposed in the core walking zones are recommended for delivery in either the short or medium-term up to 2027/28. Although schemes proposed for the long-term up to 2030/31 are on the priority cycle network where there is a significant cycle demand, they are not on the routes that are currently expected to attract the highest demand. Cycle improvements expected to be delivered in the long-term tend to be more aspirational and await a defined solution.

11.28 Progress is being made on the delivery of schemes within the six urban areas as detailed in Table 11.4.

Table 11.4: Short-term Committed Programme

Ref	Scheme	Funding Source
SC	South Walls shared cycle route, Stafford	Sustrans/S106/IT block
19SC	Doxey Road pedestrian crossing, Stafford	IT block
SC	Walking and cycling scheme Castle Street and Railway Street, Stafford	S106
20SC / 8SW	Chell Road walking and cycling scheme, Stafford	Active Travel Fund
7TC	B5000 Glascoate Road traffic calming and cycle route, Tamworth	S106/LEP

1/2TC	Comberford Rd/Coton Lane speed reduction and cycle routes, Tamworth	S106
1/2TW	Corporation St/Church St pedestrian improvements, Tamworth	S106
3TC	Ashby Road toucan crossing, Tamworth	S106
38BC	Waterloo Road traffic calming, Burton	IT Block/S106
3BC	Branston Road shared use/footway widening, Burton	S106
3BW	New Street/Worthington Way/High St pedestrian scheme, Burton	S106/Town Deal
21BC	A444 cycle route, Burton	S106/LEP
4BC	Shobnall Road traffic calming and NCN, Burton	S106
10BC/ 1BW	Station Street walking and cycling scheme, Burton	Active Travel Fund
13LC	Eastern Avenue pedestrian and cycle provision between A51 junction and Dimbles Lane, Lichfield	HS2 Road Safety Fund
LC	Abnalls Lane (A51 Lichfield to Burntwood)	HS2 Road Safety Fund
6/7NC	George Street walking and cycling scheme, Newcastle-under-Lyme	Active Travel Fund
6/20CC / 8CW	Lichfield Road and Hednesford Road walking and cycling scheme, Cannock	Active Travel Fund

11.29 The ranking provided in Appendix F indicates that at least £2.07m for walking schemes and £3.17m for cycling schemes is required as a priority to deliver the short term programme up to 2023/24. The proposed schemes are listed in Table 11.5 and 11.6. This list is indicative and based on available evidence. There is scope to amend this list as new funding opportunities emerge, and as further design work is completed.

Table 11.5: Town Centre Walking Zone Proposed Short Term Schemes

Ref	Location	Scheme
2BW	Union Street, Burton	Remove pavement obstructions, enhance tactile paving, consider cycling provision (linked to 17BC)
4BW	Orchard Street, Burton	Improve surfacing, remove pavement obstructions, improve pedestrian crossing times, tactile paving, consider cycle provision (linked to 17BC)
6BW	Lichfield Street, Burton	Widen footway, remove obstructions and vegetation, wider pedestrian refuge, consider pedestrian desire lines at Lichfield St / High Street junction, wider refuges at Park Street, slow speeds, tactile paving

14BW	Borough Road, Burton	Rationalise street furniture, enhance space at crossing points, reduce pedestrian delay at traffic signals, speed enforcement, tactile paving, consider cycle provision (linked to 10BC)
2CW	Brunswick Road, Cannock	Maintenance works to footways at side road crossings to improve surfacing and reduce trip hazards
5CW	Church Street (north), Cannock	Surface maintenance on footway crossing points
9CW	Walsall Road, Cannock	A34 Walsall Road/A4601 Avon Rd junction requires general removal of street clutter to widen footways and remove obstacles. Surface maintenance and new tactile paving should be considered where appropriate
13CW	Park Road, Cannock	De-clutter Park Road in vicinity of bus station, consider removal of guardrail where appropriate (safety audit). Implement tactile paving where required. Footway widening
8LW	St John's Street, Lichfield	Footway maintenance, speed reduction measures, improved pedestrian crossing provision and narrowing of junctions
3NW	Church Street and Merrial Street, Newcastle	There are no pedestrian crossing points or dropped kerbs along Merrial St apart from at the junction with High St. Proposed crossing at northern end of Merrial Street
5NW	Ryecroft, Newcastle	Side road crossings not in line with desire line. Replace current two-stage crossing with single stage parallel ped and cycle signalised crossings. Improve and widen shared footway/cycle tracks to link to adjacent streets. Consider cycle provision (linked to 3NC)
7NW	Barracks Road, Newcastle	Links are unpleasant due to lack of active frontage and proximity of traffic. Subways at regular intervals (each major junction) but not pleasant. Improve subway entrances from footways by widening, guardrail removal, planting etc. Dropped kerbs/tactile paving or entry treatments to reduce crossing distance at side roads. Hassell St crossing needs to be a single stage toucan to accommodate cycle traffic - needs footway widening on Hassell St (east) - see also cycle audit.
4/5SW	Salter Street, Stafford	Flush paving has no edge marking for visually impaired users along the retail area. Footway maintenance required from North Walls.

7SW	Broad Eye, Stafford	Footway widening and review of crossing facilities
8SW	Chell Road, Stafford	Footway and vegetation maintenance, footway widening at bus stop, improved visibility at service area access, improved ped crossing timings. Consider cycle provision (linked to 20SC)
1TW	Church Street, Tamworth	Footway maintenance, wider footways, marked disabled bays. The road is a route out from Corporation Street for buses. Double yellow lines parked on regularly by disabled badge holders. This restricts visibility for pedestrians. The Corporation Street crossing point is set well back from Church Street.
2TW	Corporation Street, Tamworth	Provide more direct route for pedestrians and improve crossing facilities. The taxi rank and turning area creates a significant diversion for pedestrians and crossing the road involves negotiating buses.
8TW	Mill Lane, Tamworth	Extend pedestrian crossing time, dropped crossing and tactile paving. The footway narrows where parking places are provided. Traffic flows and speeds can seem high on this route around the town centre.
12TW	Upper Gungate, Tamworth	Reduce pavement obstructions, reduce waiting times for pedestrians and improve tactile paving. Reduce the width of the wide access to Morrisons. Consider cycle provision (linked to 4TC)

Table 11.6: Priority Cycle Network Short Term Schemes

Ref	Location	Scheme
3BC	B5018 Burton Road / Branston Road, Burton	Shared use, footway widening on rail bridge and use of quiet residential streets.
4BC	Shobnall Road, Burton	Corridor quiet way solution and traffic calming.
8BC	Grange Street, Burton	20mph speed limit and traffic calming.
15BC	Blackpool St, Burton	20mph speed limit and traffic calming (parking bays on alternate side of road).
24BC	Bearwood Hill Road, Burton	Quiet way treatment on alternative routes.
38BC	Waterloo Street, Burton	20mph speed limit and traffic calming.

13CC	Hemlock Way / Keys Park Road, Cannock	Both Hemlock Way and Keys Park Road footways and verge are suitable for shared use. Toucan crossing on the Hill Street arm of the junction would make a route along Hemlock Way and Keys Park Road viable. Some widening work of the footway at the corner of Hill Street and Keys Park Way would also be required.
14CC	Wimblebury Road, Cannock	20mph speed limit and crossing points.
16CC	Hednesford Road (North), Cannock	Traffic calming and 20mph and cycle route on residential roads to rear of school linking to Bank Street.
20CC	Lichfield Road, Cannock	Provision of shared use facilities on the north side of the road by removing existing grass verge.
4LC	Broad Lane, Lichfield	Signage and quiet way treatment on a quiet residential street that is already traffic calmed with build-outs.
8LC	Friary Road, Lichfield	Maintenance of existing facility.
13LC	Eastern Avenue (near The Friary School), Lichfield	Shared use on north side and incorporate cycle provision at crossings. New shared use footway/cycleway is required on the north side of Eastern Avenue to support existing journeys from the residential areas south of Eastern Avenue to The Friary School, Friary Grange Leisure Centre and the care home.
17LC/ 19LC	Curborough Road / St Chads Road	A quiet way treatment to highlight the cycle route further and other options such as filtered permeability by controlling vehicle access with one-way streets.
18LC	Greenhill / George Lane (link to 12LW)	Alternative signed route from Rotten Row into the City Centre and avoiding Greenhill. There are no cycle facilities and other alternative routes should be explored to achieve an access into and out of the city centre at this point. Options include utilising the proposed cycle route improvements along Birmingham Road to sign a route from Rotten Row into the city centre and avoiding Greenhill.
6NC	A52 George Street, Newcastle	Light segregation to protect cycle lanes and parallel crossing for access to the two-way cycle track and links to existing signed routes.

11NC	Knutton Rd, Pool Dam, Keele Rd and Greenway, Newcastle	Orme Road quiet parallel route, cycle crossing Pool Dam and Blackfriars Road to serve Greenway, parallel zebra crossing on Keele Road in vicinity of Orme Rd, track resurfacing north west of Orme Road.
2SC	Sandon Road (north), Stafford	New barriers, resurfacing and vegetation clearance providing improved cycle access but prohibiting vehicular access.
3SC	Beaconside (south), Stafford	Toucan crossing at Weston Road roundabout.
9SC	Bridge Street / Greengate St / Gaolgate St, Stafford	Revised Traffic Regulation Order to allow cyclists.
11SC	Radford Bank / Weeping Cross, Stafford	Route selection tool should be used to appraise options as alternative off-carriageway route is available. Convert puffin to toucan on Radford Bank. New shared use footway/cycleway not considered deliverable.
14SC	Rowley Bank, Stafford	Quiet way treatment to adjacent route on Brook Glen Rd/Rowley Grove.
20SC	Chell Road, Stafford (links to 8SW)	Shared use following delivery of the Stafford Western Access Route.
25SC	Corporation Street, Stafford	Quiet way behind houses adjacent to allotment, enhancing signing and route visibility.
27SC	Bertelin Road / Oxford Gardens, Stafford	Quiet way that provides alternative to Sandon Road.
1TC	Coton Lane, Tamworth	Cycle route ends at the first junction with Fontenaye Road. The route should have been constructed as a toucan crossing with linking shared use footway/ cycleway into the development. A short section of footway can be converted to shared use footway/ cycleway to link a quiet service road with segregated cycle route on Coton Lane and a crossing of Comberford Road to the Rawlett School. Improved road markings to existing route, upgrade of existing crossing to toucan and provision of 100 metres of shared use route.
5TC	Offadrive, Tamworth	Maintenance required including signing.

6TC	Bolebridge Street, Tamworth	Segregated off-highway cycle provision is provided alongside Bolebridge Street that only requires minimal maintenance and signing to bring it to a high standard.
9TC	Florendine St/Woodland Rd, Tamworth	Quietway treatment, new signing and maintenance.
13TC	Tamworth Rd to Watling St (off-road), Tamworth	An existing spine route that provides safe off-road cycleway and serves journeys through and to Stoneydelph plus links with similar off-road provision to Tamworth centre. The route is lit but would benefit from maintenance to surface and signing.
21TC	Fazeley Rd / Riverdrive, Tamworth	The analysis identifies Riverdrive however there are far better alternative routes already in place that provide the same connectivity as Riverdrive and on a similar alignment. These routes would benefit from maintenance improvements.
24TC	Aldergate, Tamworth	Advisory cycle lanes could offer additional comfort for cyclists travelling through however the current highway width means that vehicles cannot pass cyclists and cycle lanes would offer limited benefit. Consider a quiet way treatment on Aldergate to allow for additional cycle signage and cycle logos.

12. Integration and Application

Introduction

- 12.1 Staffordshire County Council's Local Cycling and Walking Infrastructure Plan is based on robust GIS analysis that provides an evidence base for supporting investment in walking and cycling schemes. The evidence base within the document will help to add weight to the decision to prioritise funding for walking and cycling schemes which is particularly important when there are conflicting interests that could arise through consultation processes. It is expected that the requirements of cyclists and pedestrians identified within the LCWIP will become integral to the transport systems within the six urban centres and embedded in transport schemes such as local safety schemes, junction improvements, street redesigns and maintenance works.
- 12.2 Staffordshire County Council, in partnership with key stakeholders, has a successful track record in delivering walking and cycling infrastructure funded through IT capital block, developer contributions, bidding opportunities and growth deal funds secured through the Stoke-on-Trent and Staffordshire Local Enterprise Partnership. This is highlighted in Table 12.1 which summarises the level of recent investment in transport schemes that have improved conditions for pedestrians and cyclists. Through the LCWIP process, the County Council is committed to growing this level of investment during the period up to 2031.

Table 12.1: Previous Walking and Cycling Investment*

Town	Total five year Spend 2014/15 – 2018/19
Burton upon Trent	275,303
Cannock	116,447
Lichfield	524,979
Newcastle-under-Lyme	1,724,296
Stafford	2,300,983
Tamworth	2,062,669
TOTAL	7,004,676

*Excluding footway and cycleway maintenance

Integration with Existing Plans

District/Borough Integrated Transport Strategies

- 12.3 The LCWIP has provided a detailed analysis of the main settlements within six of the District / Borough Integrated Transport Strategies and provides an overarching view for the rest of Staffordshire. As resources permit, GIS analysis could also be undertaken for the smaller settlement and inter urban routes within the more rural areas of Staffordshire and included in future updates of the LCWIP document. The LCWIP's policies and proposals will become embedded in all District / Borough Integrated Transport Strategies as they are updated in line with emerging Local Plan preparations being made by the District / Borough Councils. The Integrated Transport Strategies replace Staffordshire's Local Transport Plan.

Local Planning Process

- 12.4 The County Council actively engages with local planning authorities in Staffordshire on the development of Local Plans. Local Plan teams have accepted the current Integrated Transport Strategies as an important part of the evidence base for their Local Plans. Embedding the outputs from LCWIP into the County Council's Integrated Transport Strategies is therefore key to integrating LCWIP into policies and proposals within Local Plans.
- 12.5 At the appropriate stage in the Local Plan review, the County Council will update the Integrated Transport Strategies in line with the LCWIP document. Likewise, as the local planning authorities identify further housing and employment allocations, the LCWIP document will need to be reviewed to reflect possible new routes with high walking and cycling demand. County Council responses to Neighbourhood Plans will also consider LCWIP recommendations.
- 12.6 Staffordshire County Council, as both the highway and local transport authority, is a statutory consultee on all planning applications. Through the planning consent process, developers will be made aware of the LCWIP and will be required to consider it in the preparation of Transport Assessments and Travel Plans. Through this process, S106 obligations and S278 conditions will be negotiated to reflect the LCWIP. The robust evidence base that has been used to support the LCWIP is expected to make these negotiations more successful in terms of securing developer contributions towards the delivery of the priority cycle networks and walking zones within the six urban areas. Also, as a statutory consultee on the Community Infrastructure Levy (CIL), the County Council will ensure that LCWIP proposals are eligible for CIL, as appropriate.
- 12.7 Economic regeneration teams at both the District/Borough Councils and the County Council are actively engaged in encouraging the growth and prosperity of the six town centres included in the LCWIP. Strategies are in place to encourage vibrant town centres that are fit for the future. As a result, Stafford, Newcastle-under-Lyme and Tamworth have been successful in reaching the next round of the Future High Street Fund and Burton upon Trent and

Newcastle-under-Lyme are eligible for Town Deal funding. The County Council will work with the District/Borough Councils on the highway and transport aspects of these strategies, to promote the recognition of LCWIP recommendations.

Education, Training, Promotion and Cycle Parking

- 12.8 The provision of additional revenue resources would enable the County Council to promote and encourage use of new walking and cycling facilities. As schemes within the LCWIP programme are delivered, targeted events and activities would help to achieve increased sustainable travel within the six urban centres. Community events involving led walks and bike rides could be held, together with training events enabling people to cycle safely and confidently on the new routes. Engagement with local schools and businesses along the routes that have been improved would also be beneficial.
- 12.9 Bikeability training already takes place throughout Staffordshire using existing resources, providing a variety of modules and levels to all school pupils. Training increases confidence and includes safety and journey planning, leading to increased cycling to school. Annual campaigns to increase active travel are supported, include Walk to School, Be Bright Be Seen, Cycle and Scoot to school days, WoW (Walk once a Week). Modeshift STARS (Sustainable Travel Accreditation and Recognition for Schools) are also awarded to schools that demonstrate excellence in supporting sustainable travel. Further funding would provide the opportunity for these initiatives to be targeted more intensively along routes being enhanced by the LCWIP programme.
- 12.10 LCWIP delivery will be promoted through the wider Health and Wellbeing agenda. This includes the 'Everyone Health' programme that offers weight management programmes for adults and 'Time 4 Sport' who offer weight management programmes for children and young people, together with the Do It to Feel Better campaign that links to the County Council's Mental Health and Wellbeing Action Plan. A shift from vehicle travel to walking and cycling for shorter journeys will contribute towards the Climate Change Strategic Development Framework.
- 12.11 Cycle parking is integral to any cycle network. As resources permit, cycle parking will be provided at the end of trips or at journey interchange points as this will have a significant influence on cycle use. Cycle parking, and routes to and from it, will be clearly marked, overlooked, well-maintained, well-lit and integrated into the built environment.

Project Management

Governance

- 12.12 The County Council has an excellent track record in delivering the types of measures proposed in the LCWIP programme, which is why the existing local delivery and governance arrangements will be used to deliver the programme.

The production of the LCWIP and future reviews is the responsibility of Staffordshire County Council's Assistant Director for the Connected and Sustainable County. The Assistant Director for Highways and Built Environment has overall responsibility for the management of the County Council's strategic Infrastructure+ partnership that is contracted to deliver all highway improvements on the local highway network, together with top-up resources for infrastructure and environmental professional/consultancy services.

- 12.13 Staffordshire County Council's Connectivity Strategy Team within Connectivity and Sustainability will work closely with the principle engineers within the Infrastructure+ partnership and their delivery teams to enable the LCWIP programme to be delivered within budgets and timescales, actively managing risks and seeking political approvals when appropriate. The Infrastructure+ partnership will plan and develop work programmes, manage staff and contractors, and ensure delivery meets scheme objectives, using available resources. Other teams within the County Council will actively engage, as appropriate, including Communications and Marketing, Corporate Finance, Legal Services and Public Health and Prevention.

Wider Stakeholder Support

- 12.14 As well as District / Borough Councils, other organisations have confirmed their desire to work in partnership with Staffordshire County Council to deliver the LCWIP, as follows:

- **Sustrans** - commissioned to advise the County Council in the development of the LCWIP, including the provision of a safe and accessible National Cycle Network
- **Canal and River Trust** – who aim to create better towpaths for everyone
- **National Forest Company** – supporting the positive benefits that improved off-road routes could bring to the local tourism industry, connecting people to the natural environment

Consultation Process

- 12.15 The results of the GIS analysis and route audits that led to the identification of the 200 schemes were reported in the draft LCWIP that was published for consultation in February 2020. Councillors, stakeholders and residents were invited to comment on the draft LCWIP document in June/July 2020. 99 responses were received, including 16 stakeholders and 15 councillors. 36 respondents were from outside the six urban centres covered by the draft LCWIP.

- 12.16 Highlights from the consultation are as follows:

- 42 respondents requested that the LCWIP should cover the whole of Staffordshire
- 23 respondents suggested that the LCWIP was not ambitious enough and should recognise DfT's new guidance note, LTN 1/20
- 10 respondents were not supporters of cycling

- Four stakeholders felt that the LCWIP overlooked the contribution that improved canal towpaths could make to enhancing the walking and cycling environment
- 17 respondents were critical of the poor condition of existing cycle routes and stated that investment should be focused on footway and cycleway maintenance
- 8 respondents stressed the need for better cycle parking
- Other issues raised included the need for wayfinding and leisure routes; the need to focus on school trips; and the recognition that e-bikes are increasing the potential for longer distance cycle journeys.

12.17 In response to the consultation, the £31 million investment recommended in the draft LCWIP is now recognised as a minimum requirement. This level of funding does not fully acknowledge the need to consider local transport note LTN 1/20 and the need to upgrade and maintain all existing cycle infrastructure and footways, and the need to provide high quality cycle parking and wayfinding. The final LCWIP has been expanded to recognise the walking and cycling needs throughout Staffordshire which will further increase the £31 million investment requirement.

12.18 Further consultation opportunities will arise as the priority routes become embedded in other policy documents such as the Integrated Transport Strategies and Local Plans and through the planning consent process when transport mitigation measures are negotiated with developers.

12.19 Further engagement will take place when schemes within the programme progress to key stages in the design and delivery process, as follows:

- Approval of the County Council's forward capital programme
- Informal consultations with key stakeholders and local councillors during scheme feasibility and design
- Formal Traffic Regulation Order consultations

Monitoring and Review

12.20 The aim will be to review the document every three years to reflect progress on scheme delivery, changes in Government policy and bidding opportunities. The LCWIP programme and the indicative short, medium and long term priorities provided in Chapter 11 will be reviewed more regularly as bidding opportunities and Government priorities emerge.

12.21 As resources permit, walking and cycling counts will be installed at key locations on the prioritised network to enable before and after monitoring to take place. Accident data will continue to be monitored and locations will be identified where consistent accident patterns occur that involve pedestrians and cyclists that might be prevented through remedial engineering works. As necessary, the length of new cycle network delivered will be reported and feedback surveys will be completed following the delivery of major infrastructure investment. Evidence from public opinion surveys will also be used to guide priorities for investment.

12.22 The overall objective of the LCWIP is realising the benefits to be gained by achieving the government's ambitions of Better Safety, Better Mobility and Better Streets. The County Council will have overall responsibility for making sure that this LCWIP helps to achieve these ambitions. Measures are already being put in place to ensure the benefits are realised, including a varied range of policy and physical measures, such as:

- Allocation of walking and cycling schemes in the annual Highways and Transport capital programme
- Use of existing effective governance and delivery arrangements
- Use of the Infrastructure+ partnership, already contracted to deliver the highway improvements
- Embedding schemes in other local policy documents
- Engagement of key stakeholders throughout the delivery process
- Where possible, complementary education, training and promotion delivered to encourage the use of new infrastructure

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