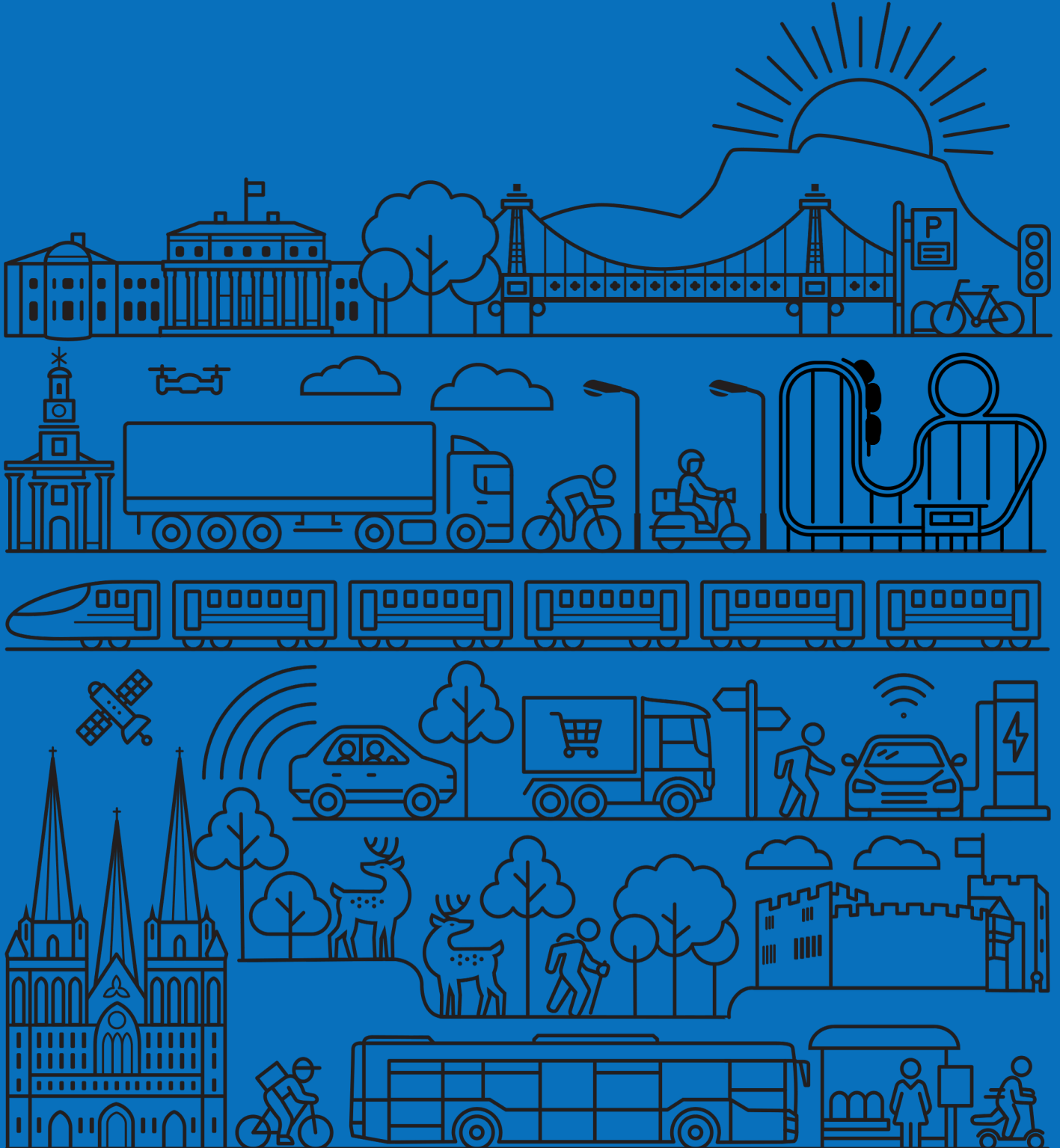


STAFFORDSHIRE Local Transport Plan 2025

Town Centre Transport Strategies



Staffordshire
County Council

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Stafford

There are transformational plans for Stafford town centre, to support significant housing growth to the west and the north of the Stafford and following completion of the Stafford Western Access Route. The town centre market square has been refurbished, and masterplans are being developed for the Eastgate quarter of the town, the Guildhall area and the gateway to the town at Stafford rail station.

Table 1: Travel Data: Comparison Between our 11 Main Town Centres

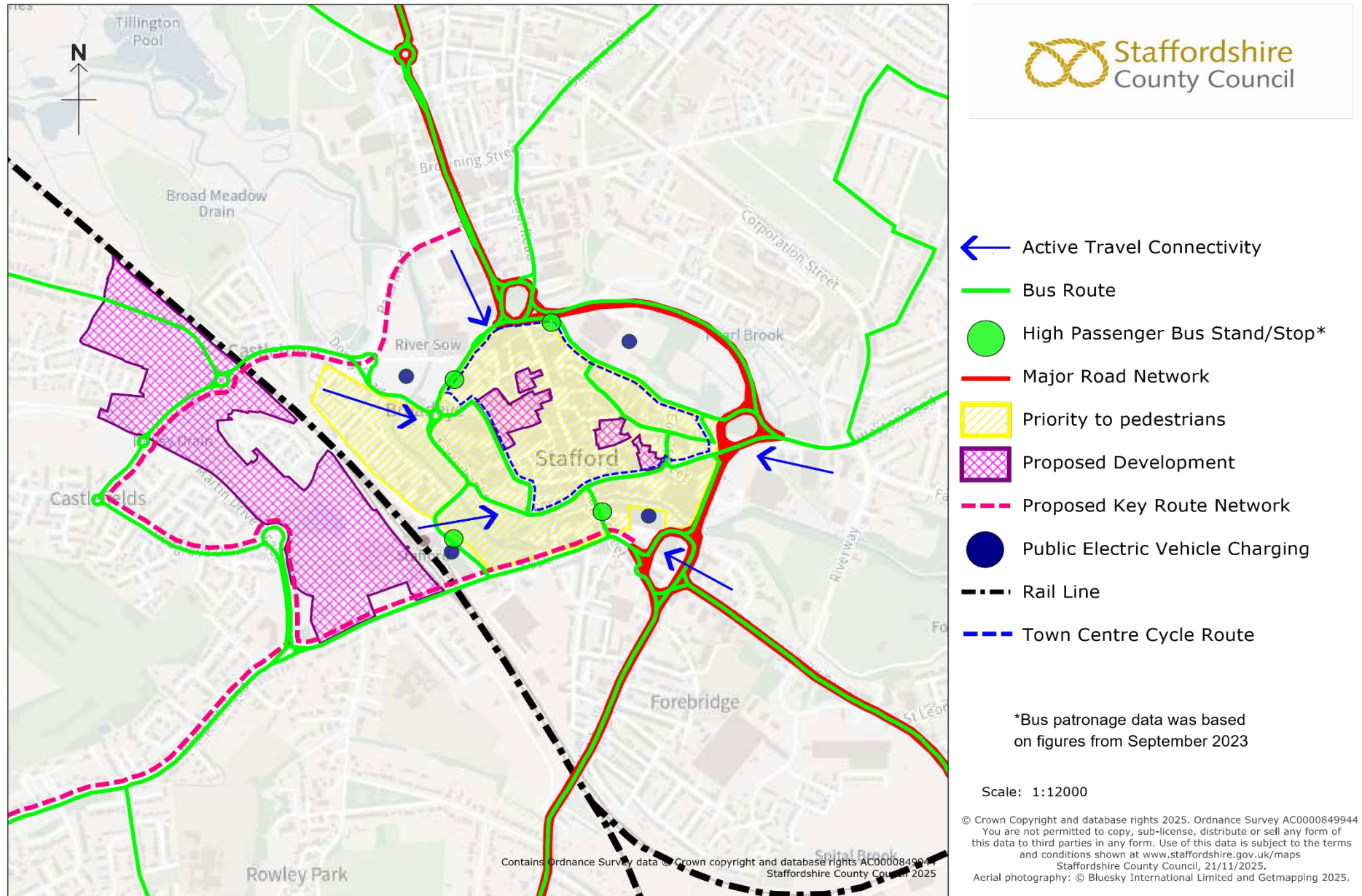
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	1
Volume of trips by bus	64,257 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	4
Access by public transport	61% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	11
Access by walking	20% residents within a 20-minute walk. Highest % is ranked 1.	8
Access by cycling	100% residents within a 20-minute cycle. Highest % is ranked 1.	1

The average journey distance made by car to Stafford town centre is 2-3km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Stafford residents
- High quality bus route between Stafford and Cannock

Figure 1 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 1: Local Transport Package for Stafford Town Centre



Burton upon Trent

The Meadowside development site is located at the north of the High Street and creates the opportunity to reconnect the newly refurbished town centre to the riverside area. The vision is a town centre that has strong connectivity and supports significant housing growth in the north and west of Burton.

Table 2: Travel Data: Comparison Between our 11 Main Town Centres

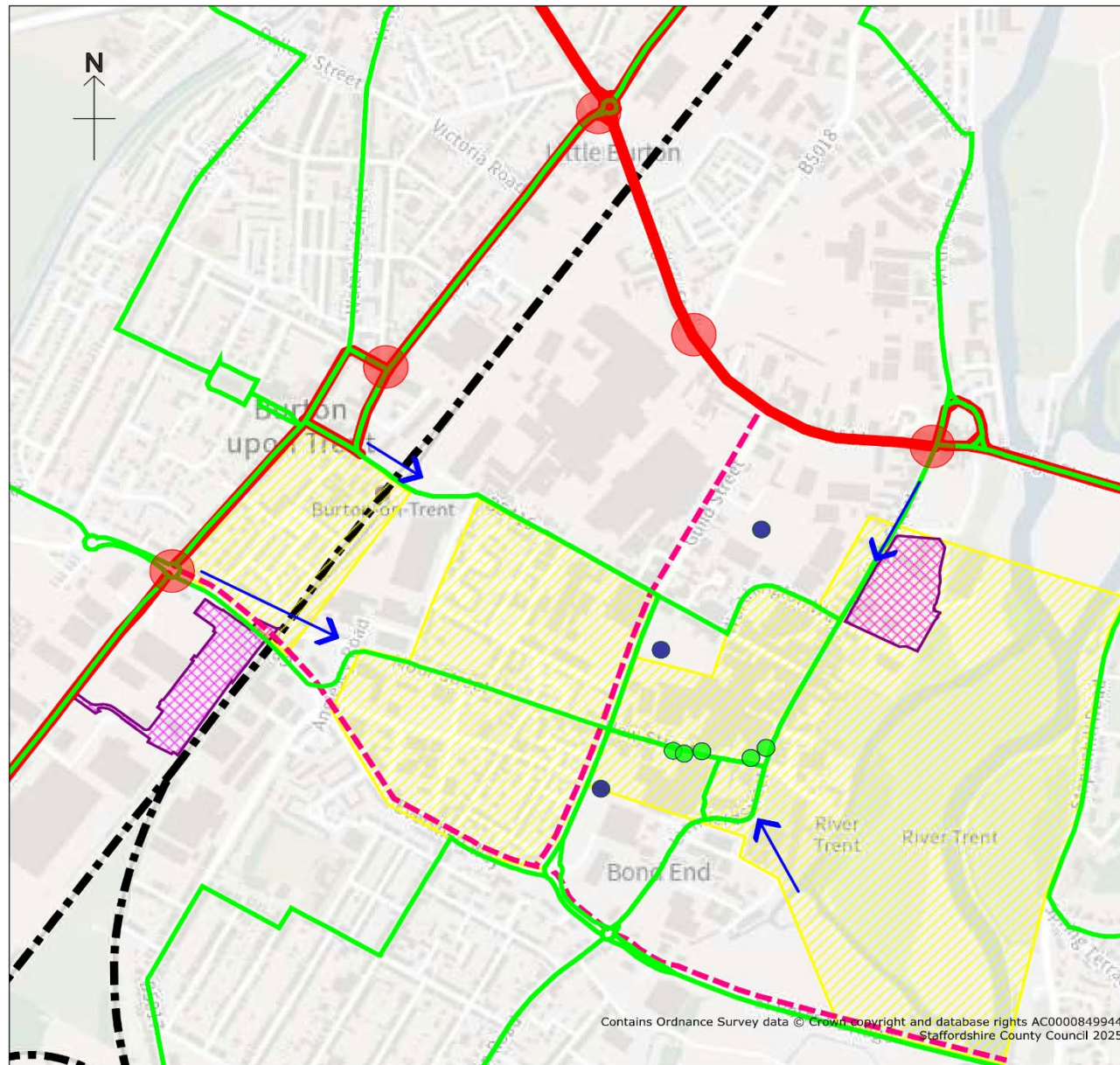
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	2
Volume of trips by bus	71,869 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	3
Access by public transport	99% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	2
Access by walking	18% residents within a 20-minute walk. Highest % is ranked 1.	10
Access by cycling	98% residents within a 20-minute cycle. Highest % is ranked 1.	8

The average journey distance made by car to Burton town centre is 1-2km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Burton residents
- High quality bus route between Burton and Derbyshire
- High quality rail services between Burton and Derby and Leicester

Figure 2 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 2: Local Transport Package for Burton Town Centre



- Active Travel Connectivity
- Bus Route
- High Passenger Bus Stand/Stop*
- Major Road Network
- Potential Major Road Network Junction Improvements
- Priority to pedestrians
- Proposed Development
- Proposed Key Route Network
- Public Electric Vehicle Charging
- Rail Line

*Bus patronage data was based on figures from September 2023

Scale: 1:11000

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Staffordshire County Council, 17/03/2025.
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Lichfield

The completion of the Lichfield Southern Bypass has enabled the delivery of significant housing growth in the south of Lichfield and has also provided the opportunity to remove through traffic from along Birmingham Road in the City centre. The Lichfield City Masterplan focuses on the redevelopment of the Birmingham Road site which has a strong connection to Lichfield rail station. It will also support housing growth in the north-east of Lichfield.

Table 3: Travel Data: Comparison Between our 11 Main Town Centres

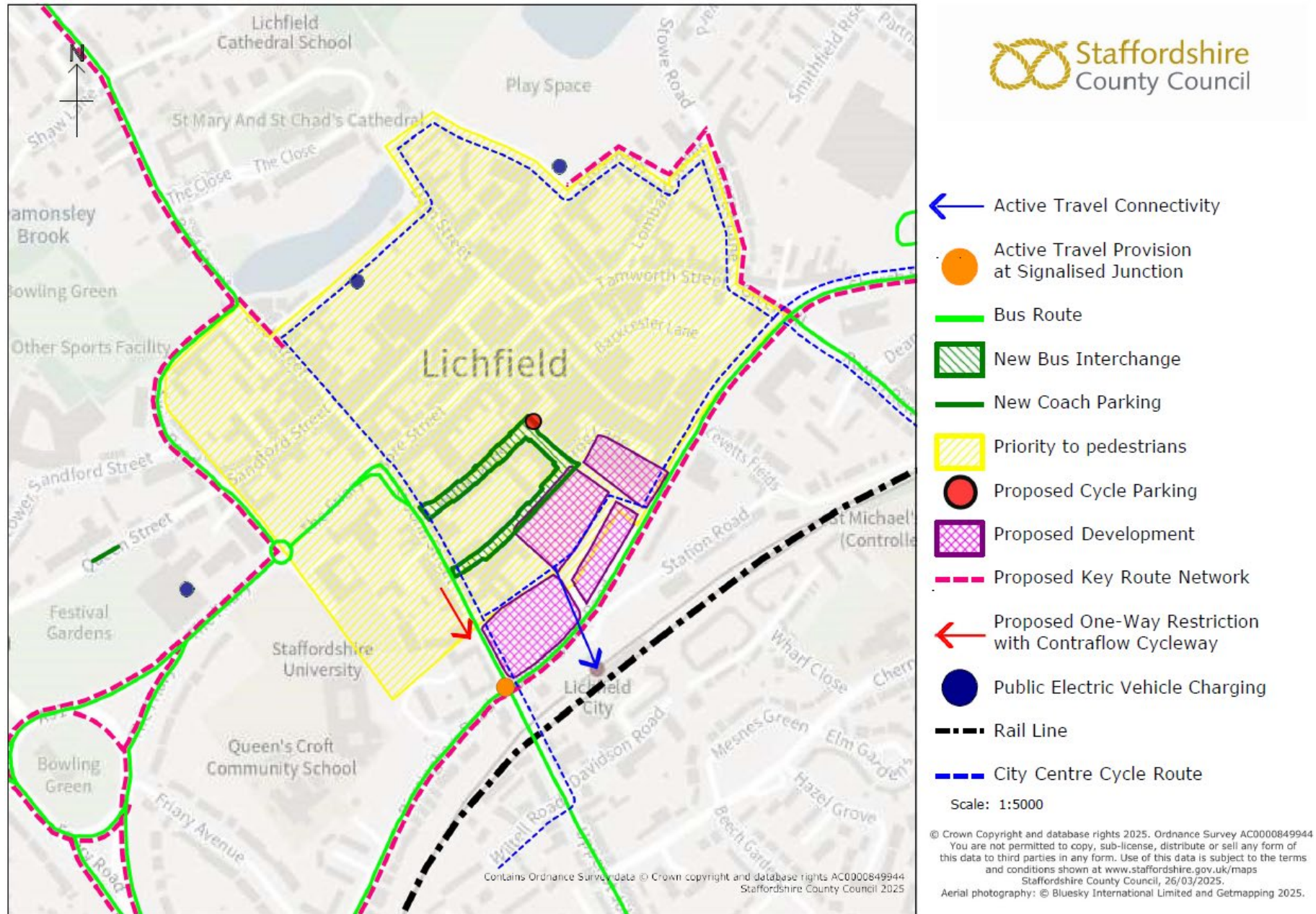
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	3
Volume of trips by bus	41,711 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	6
Access by public transport	91 % residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	7
Access by walking	57% residents within a 20-minute walk. Highest % is ranked 1.	4
Access by cycling	100% residents within a 20-minute cycle. Highest % is ranked 1.	1

The average journey distance made by car to Lichfield City centre is 1-2km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Lichfield residents
- High quality bus route between Lichfield and Burntwood
- High quality bus route between Lichfield and Walsall
- High quality rail services between Lichfield and Birmingham
- High quality rail services between Lichfield and Tamworth

Figure 3 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the city.

Figure 3: Local Transport Package for Lichfield City Centre



Tamworth

The core element of town centre regeneration proposals in Tamworth includes the creation of a College Quarter by relocating Tamworth College to the town centre. This will create opportunities for a mixed-use redevelopment of the Gungate area to the north of the town. Improvements to the town centre will support significant housing growth in the north of Tamworth.

The Tamworth Borough Council regeneration strategy and masterplan focuses on revitalising Tamworth Town Centre, a compact area with significant development opportunities. Covering the period 2025-2035, the plan will aim to enhance public spaces, transport connectivity, and urban greening while supporting community needs and economic growth. It builds on funding from the Future High Streets Fund, leveraging key sites-many under Council ownership-to attract investment and unlock regeneration potential. The strategy will prioritise accessibility, diverse land uses, and partnerships with stakeholders to create a resilient, vibrant town centre that meets the needs of residents, businesses, and visitors.

Table 4: Travel Data: Comparison Between our 11 Main Town Centres

Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	4
Volume of trips by bus	75,061 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	2
Access by public transport	98% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	3
Access by walking	17% residents within a 20-minute walk. Highest % is ranked 1.	11
Access by cycling	94% residents within a 20-minute cycle. Highest % is ranked 1.	11

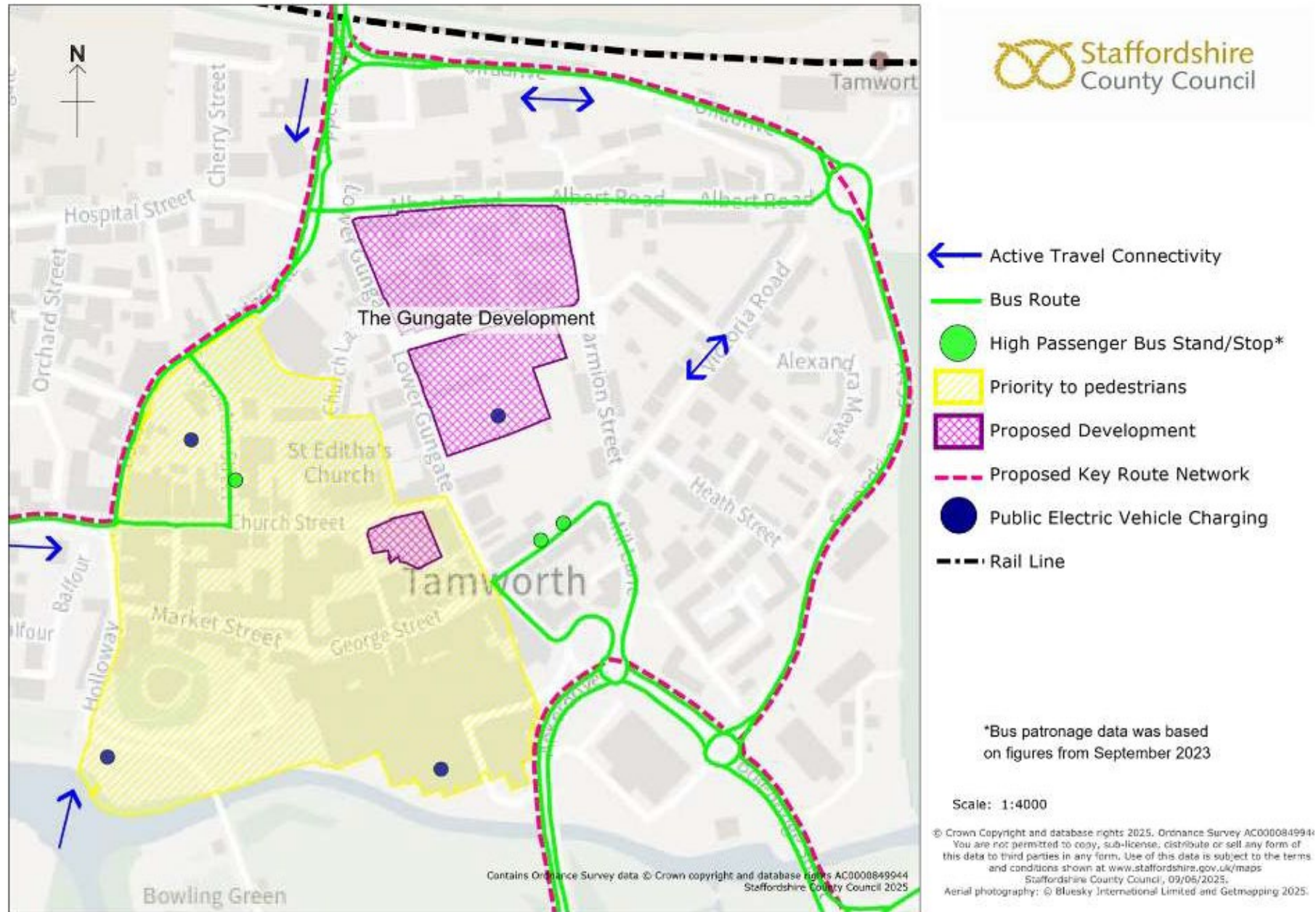
The average journey distance made by car to Tamworth town centre is 2-3km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport.

Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Tamworth residents
- High quality rail services between Tamworth and Birmingham
- High quality rail services between Tamworth and Warwickshire

Figure 4 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 4: Local Transport Package for Tamworth Town Centre



Newcastle-under-Lyme

The vision for Newcastle is the creation of a well-connected town centre for all, making sure it is a destination of choice for residents, students and businesses. The Ryecroft multi-purpose development site is the focus of the town centre transformation, alongside the redevelopment of York Place and gateway sites at Midway and Zanzibar. The town centre masterplan supports potential housing and employment growth at Keele University.

Table 5: Travel Data: Comparison Between our 11 Main Town Centres

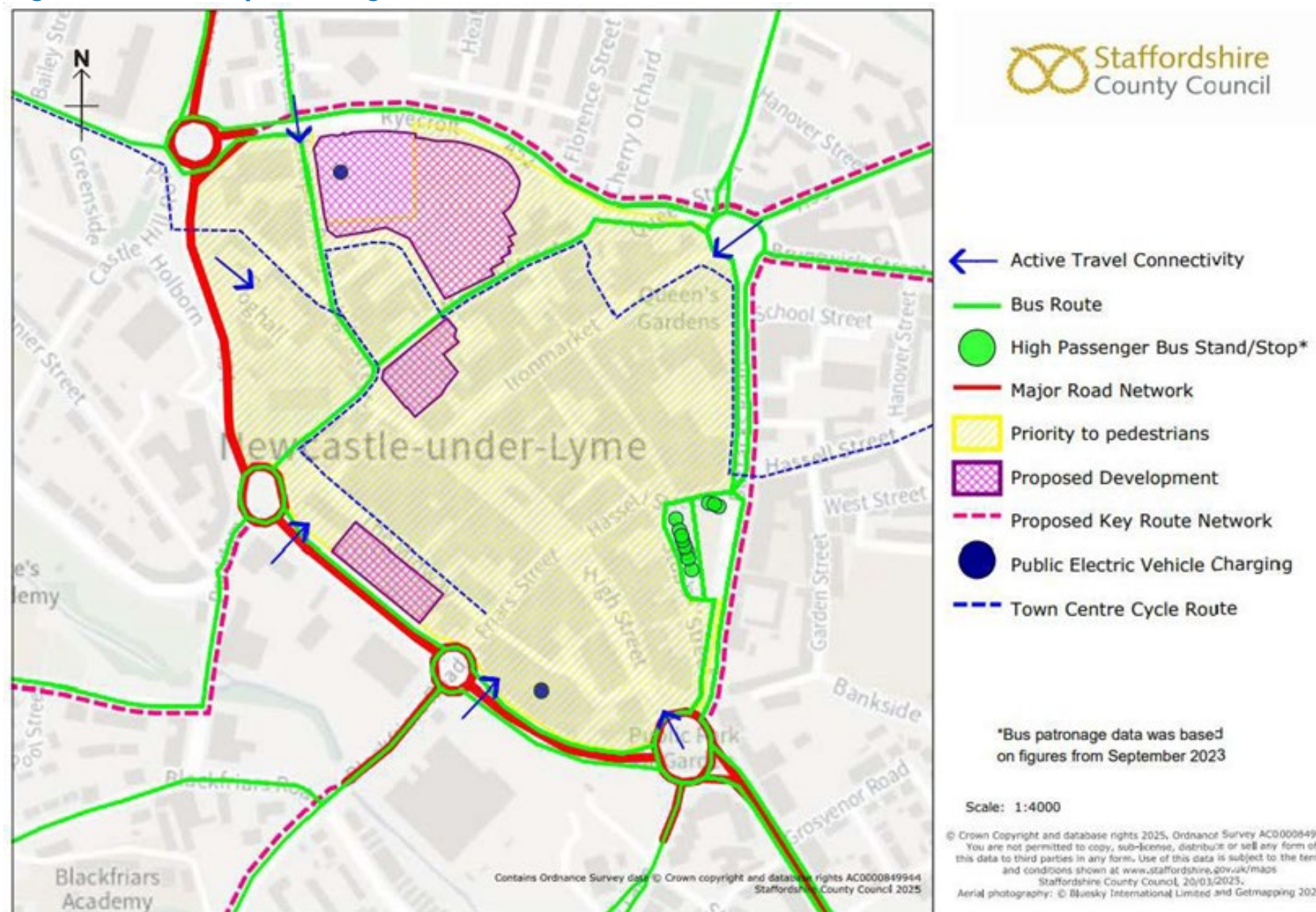
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	5
Volume of trips by bus	123,766 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	1
Access by public transport	98% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	3
Access by walking	19% residents within a 20-minute walk. Highest % is ranked 1.	9
Access by cycling	95% residents within a 20-minute cycle. Highest % is ranked 1.	10

The average journey distance made by car to Newcastle-under-Lyme town centre is 1-2km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Newcastle residents
- High quality bus route between Stoke-on-Trent and Newcastle

Figure 5 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 5: Local Transport Package for Newcastle Town Centre



Cannock

Cannock town centre is being transformed through levelling up funds. It focuses on the redevelopment of the retail area and improvements to the gateway to the town centre, providing a new pedestrian route across the ring road and enhancing connectivity to the rail station.

Table 6: Travel Data: Comparison Between our 11 Main Town Centres

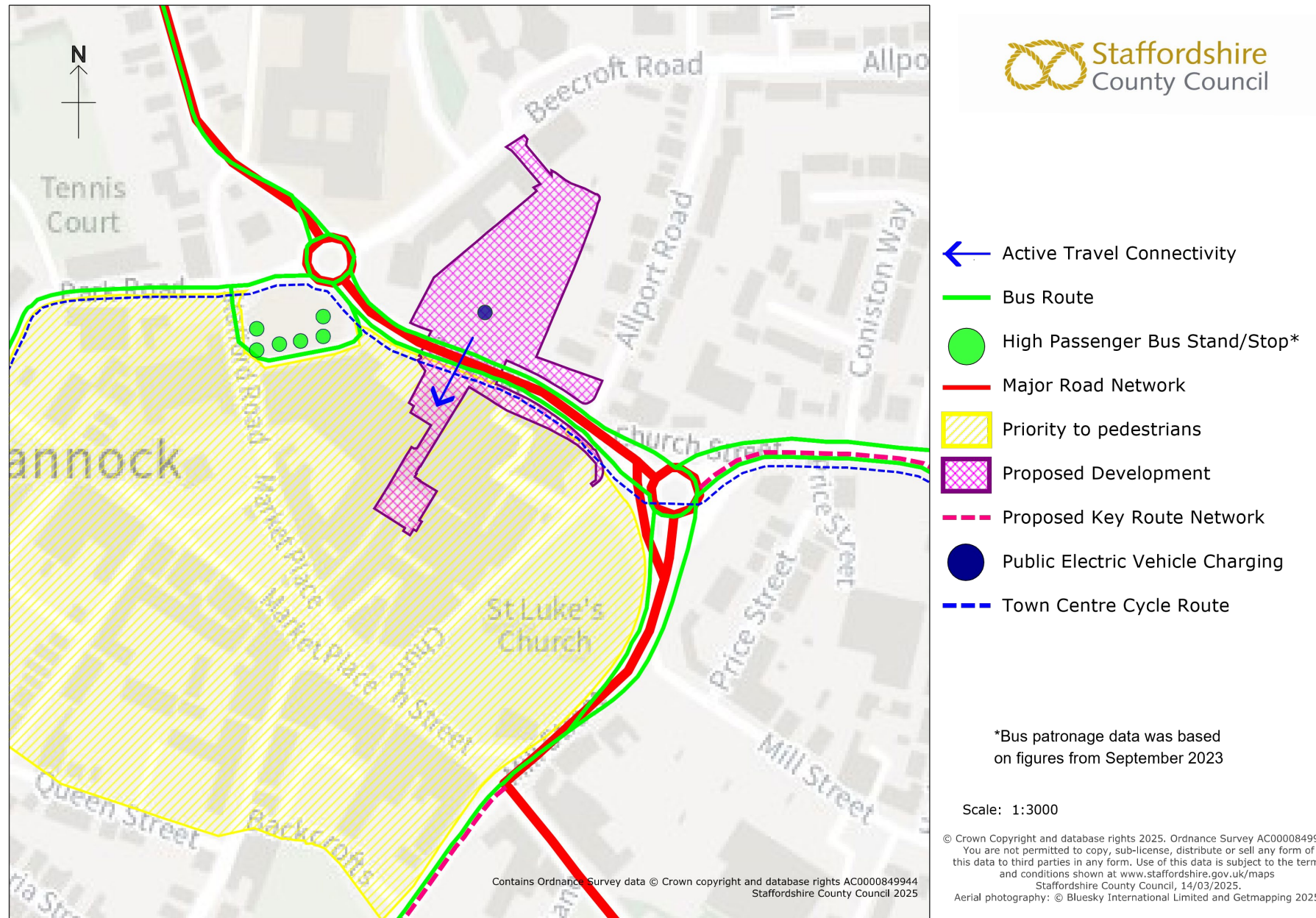
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	6
Volume of trips by bus	49,979 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	5
Access by public transport	94% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	6
Access by walking	26% residents within a 20-minute walk. Highest % is ranked 1.	7
Access by cycling	98% residents within a 20-minute cycle. Highest % is ranked 1.	8

The average journey distance made by car to Cannock town centre is 2-3km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Cannock residents
- High quality bus route between Cannock and Cheslyn Hay
- High quality bus route between Cannock and Burntwood
- High quality bus route between Cannock and Wolverhampton
- High quality rail services between Cannock and Walsall

Figure 6 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 6: Local Transport Package for Cannock Town Centre



Stone

There are proposals to review the accessibility to Stone town centre by all modes of transport, focusing on how the town centre ring road works in terms of traffic flow. There is a requirement to improve connectivity between the town centre and housing growth to the west of Stone on Eccleshall Road.

Table 7: Travel Data: Comparison Between our 11 Main Town Centres

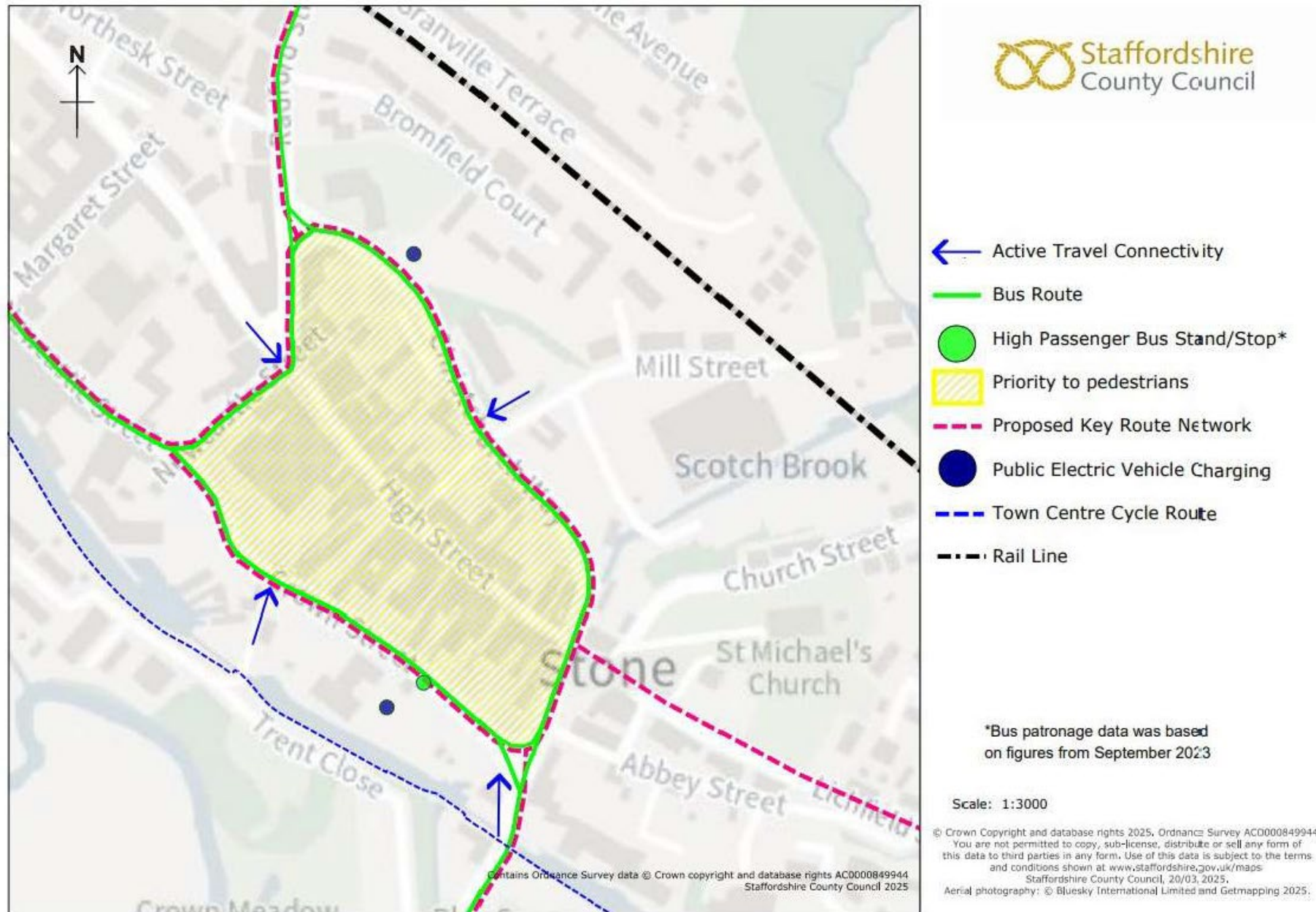
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	7
Volume of trips by bus	5,448 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	11
Access by public transport	65% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	10
Access by walking	75% residents within a 20-minute walk. Highest % is ranked 1.	1
Access by cycling	100% residents within a 20-minute cycle. Highest % is ranked 1.	1

The average journey distance made by car to Stone town centre is 1-2km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Stone residents
- High quality bus route between Stone and Yarnfield
- High quality bus route between Stone and Newcastle
- High quality rail service between Stoke, Stone and Stafford

Figure 7 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 7: Local Transport Package for Stone Town Centre



Rugeley

The Rugeley Power Station redevelopment site is located on the edge of Rugeley town centre. The area will be transformed with new homes, jobs and local facilities, including a new school, and will need to have strong connections to the town centre.

Table 8: Travel Data: Comparison Between our 11 Main Town Centres

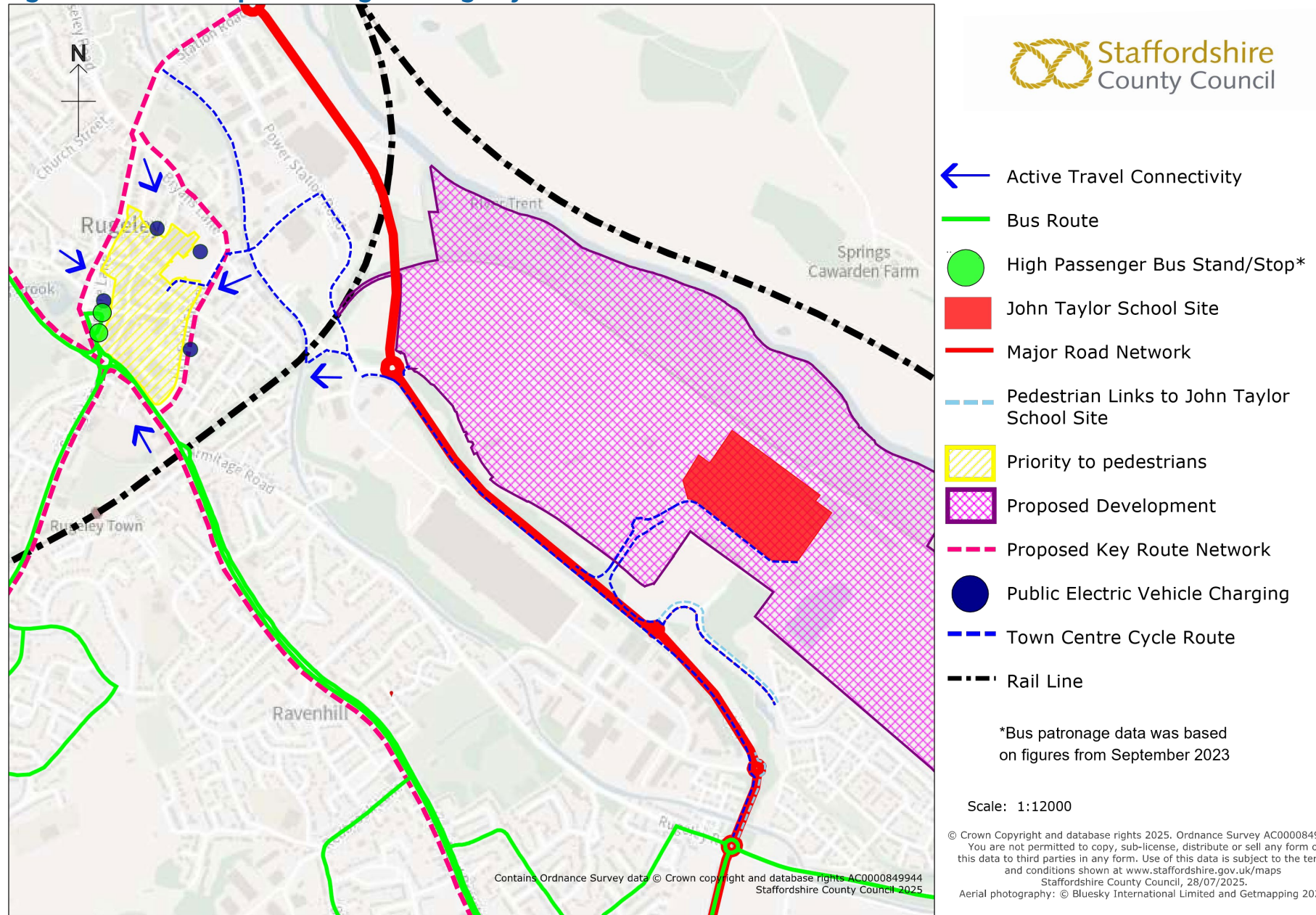
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	8
Volume of trips by bus	8,913 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	7
Access by public transport	95% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	5
Access by walking	56% residents within a 20-minute walk. Highest % is ranked 1.	5
Access by cycling	100% residents within a 20-minute cycle. Highest % is ranked 1.	1

The average journey distance made by car to Rugeley town centre is 1-2km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Rugeley residents
- High quality bus route between Rugeley and Armitage with Handsacre
- High quality rail service between Rugeley and Cannock
- High quality rail service between Stafford, Rugeley and Lichfield

Figure 8 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 8: Local Transport Package for Rugeley Town Centre



Uttoxeter

A Masterplan has been developed for Uttoxeter town centre focussing on the redevelopment of the Maltings car park at the heart of the town. The town benefits from a rail station and access to the ASO supports significant housing growth.

Table 9: Travel Data: Comparison Between our 11 Main Town Centres

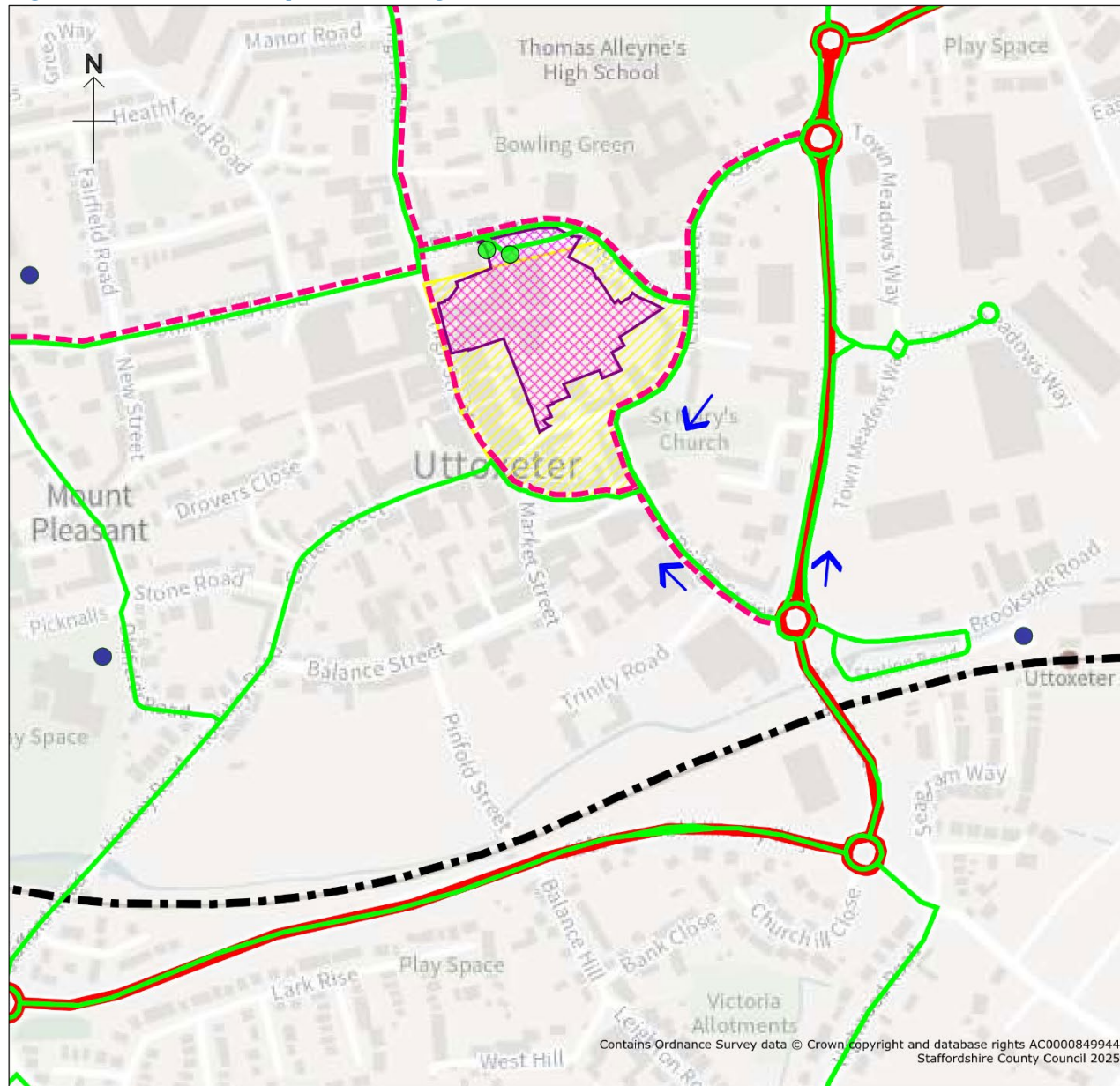
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	9
Volume of trips by bus	6,493 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	9
Access by public transport	100% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	1
Access by walking	61 % residents within a 20-minute walk. Highest % is ranked 1.	3
Access by cycling	100% residents within a 20-minute cycle. Highest % is ranked 1.	1

The average journey distance made by car to Uttoxeter town centre is 1-2km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Uttoxeter residents
- High quality local bus route between Uttoxeter and Rocester
- High quality rail services between Stoke-on-Trent, Uttoxeter and Derby

Figure 9 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 9: Local Transport Package for Uttoxeter Town Centre



- Active Travel Connectivity
- Bus Route
- High Passenger Bus Stand/Stop*
- Major Road Network
- Priority to pedestrians
- Proposed Development
- Proposed Key Route Network
- Public Electric Vehicle Charging
- Rail Line

*Bus patronage data was based on figures from September 2023

Scale: 1:5000

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 Staffordshire County Council, 21/11/2025.
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Burntwood

Burntwood Town Council has proposals to enhance the pedestrian and retail environment of Burntwood town centre, improving connectivity to High Street from the town centre, encouraging active and public transport and providing Burntwood with a better sense of place. Enhancements to the town centre would support potential growth plans that may be required through the emerging Local Plan.

Table 10: Travel Data: Comparison Between our 11 Main Town Centres

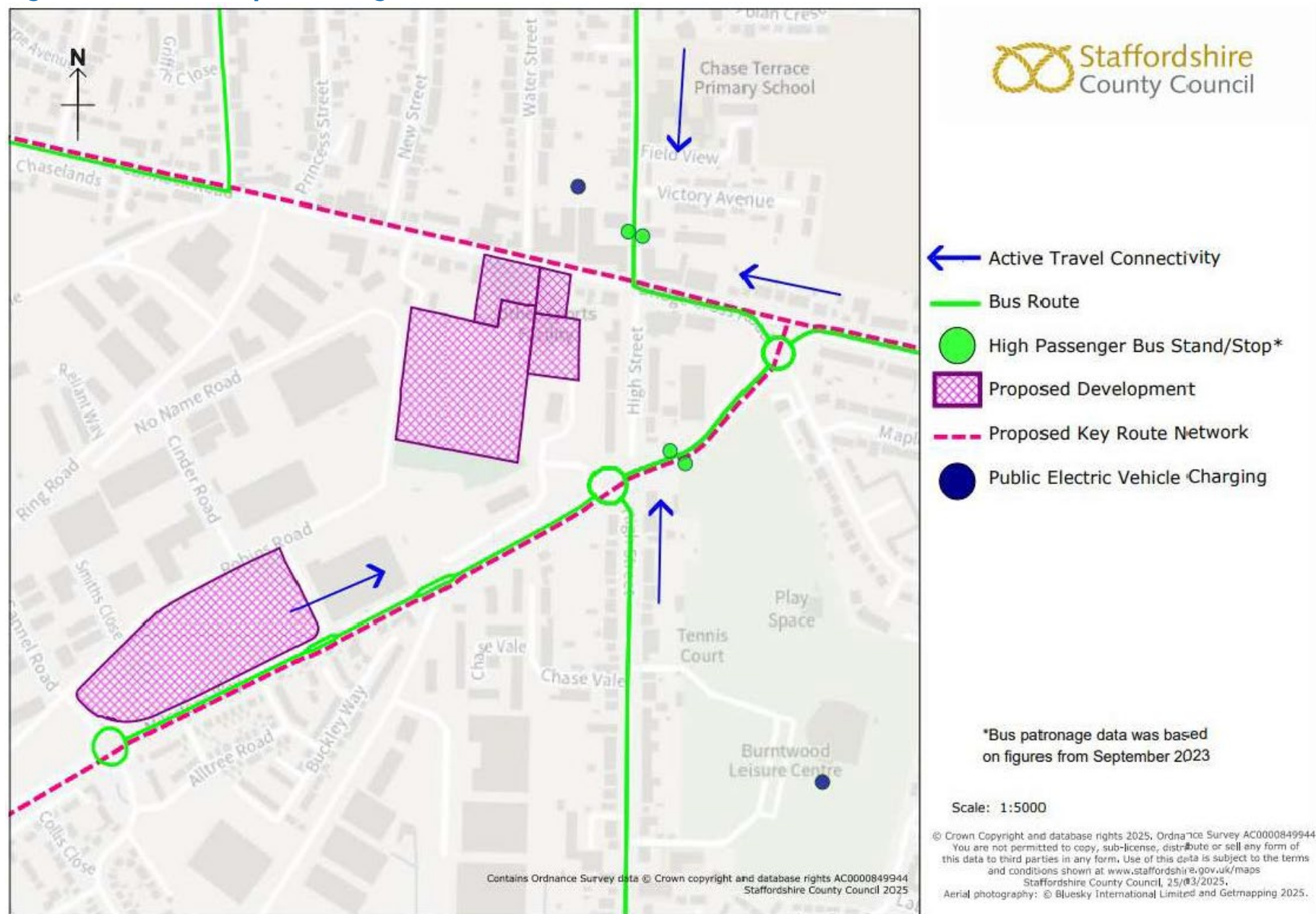
Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	10
Volume of trips by bus	5,806 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	10
Access by public transport	77% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	9
Access by walking	65% residents within a 20-minute walk. Highest % is ranked 1.	2
Access by cycling	100% residents within a 20-minute cycle. Highest % is ranked 1.	1

The average journey distance made by car to Burntwood town centre is 1-2km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport. Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Burntwood residents
- High quality bus route between Burntwood and Walsall/Birmingham
- High quality bus route between Burntwood and Lichfield
- High quality bus route between Burntwood and Norton Canes
- High quality bus route between Burntwood and Cannock

Figure 10 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 10: Local Transport Package for Burntwood Town Centre



Kidsgrove

Kidsgrove is a well-connected town with a well-served rail station on the West Coast Main Line, and the ASO. Growth plans are maximising the opportunities created by the rail station, complemented by an improved public realm along Market Street. The proposals will support emerging housing growth proposals in the area.

Table 11: Travel Data: Comparison Between our 11 Main Town Centres

Trip type	Description	Rank (1-11)
Volume of trips by car	Car journeys made on Saturdays in 2024 recorded by SatNav. Highest volume is ranked 1.	11
Volume of trips by bus	6,818 people boarding a bus in our town centres during September 2023. Highest volume is ranked 1.	8
Access by public transport	87% residents within 30-minute bus journey time (including walk times). Highest % is ranked 1.	8
Access by walking	54% residents within a 20-minute walk. Highest % is ranked 1.	6
Access by cycling	100% residents within a 20-minute cycle. Highest % is ranked 1.	1

The average journey distance made by car to Kidsgrove town centre is 1-2km taking around 5-10 minutes. Investment should focus on giving people the choice to make some of these trips by walking, cycling or public transport.

Based on the origin of trip to the town centre, investment should focus on:

- High quality local bus network serving Kidsgrove residents
- High quality bus route between Kidsgrove and Newcastle
- High quality rail service between Kidsgrove and Stoke-on-Trent
- High quality rail service between Kidsgrove and Crewe

Figure 11 shows the local transport package proposed for within the town centre, supported by public and active transport connections to the town.

Figure 11: Local Transport Package for Kidsgrove Town Centre

