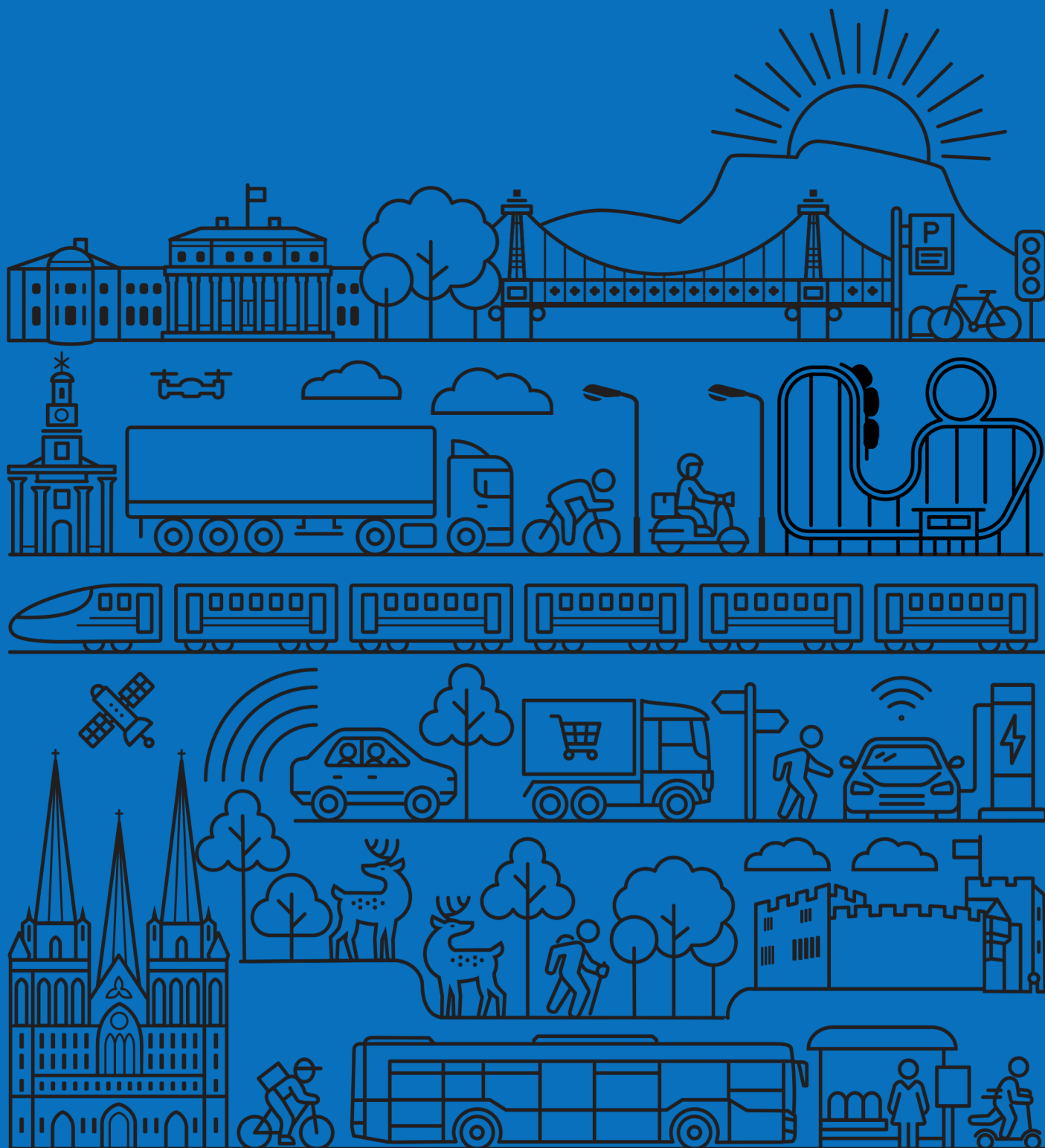


STAFFORDSHIRE

Local Transport Plan

2025

Engagement Report



Staffordshire
County Council

Introduction

The purpose of this document is to outline the engagement activities that we have undertaken to inform the creation of Staffordshire's fourth Local Transport Plan (LTP). The LTP will set out the vision for Staffordshire's transport network, and the policies and schemes needed to achieve that vision. It includes car-based, active, public and shared travel, freight, and the management of roads and footways.

The table on the following pages provides a summary of our extensive engagement activities between June 2023 to December 2024. It highlights the issues and desires of our residents, businesses, visitors and stakeholders, and explains how we intend for them to be incorporated into the emerging LTP. Where we are unable to incorporate issues – because they are out of scope of the LTP, undeliverable or not in our direct control – this has been stated. Please note that we have included the core goals and targets of stakeholders and groups who have published material regarding their transport needs. This has been in place of direct engagement.

Various approaches were adopted to ensure that we engaged with the widest possible range of residents (including from hard-to-reach groups), businesses and stakeholders. These included online surveys, a travel diary, on-street interviews, face-to-face meetings and workshops, sounding boards, and various interactions via the Council's social media channels. A dedicated webpage, called Let's Talk Transport, has also been created on the Council's website to keep people informed of the LTP's development. Since it launched in February 2024, the page has had over 7,900 hits.

The objectives of our engagement activities were to:

- Gain further understanding of the transport needs and habits of Staffordshire's residents and businesses.
- Collaborate in creating a vision and set of objectives for the LTP, which reflect local needs and will help us achieve our corporate aims and align to national policies.
- Gauge the appetite and readiness for the changes needed if Staffordshire is to meet national targets around climate change.
- Develop a list of potential schemes that could be included in the LTP to achieve its vision.

Organisation/Event	What they told us	Our Response
<p>Prosperous Overview and Scrutiny Committee: 22 March 2023,</p> <p>11 January 2024. Economy, Infrastructure and Communities Overview</p> <p>Scrutiny Committee: 24 October 2024</p> <p>Cabinet 19 June 2024 Bus Service Improvement Plan</p> <p>Cabinet 19 February 2025</p>	<p>22 March 2023 Resolution: The Committee supported the proposed approach to the preparation of a new LTP and agreed that further scrutiny will need to take place due to the absence of statutory guidance</p> <p>11 January 2024 Resolution: The Committee welcomed the progress made in developing the LTP and agreed that further scrutiny will need to take place due to the absence of statutory guidance.</p> <p>24 October 2024 Resolution: The Committee welcomed the progress on the emerging LTP; and agreed that engagement and the approach to develop the Capability to Achieve Suitable Transport (CAST) model be referred to the Cabinet Member for Strategic Highways.</p> <p>19 June 2024 Cabinet Decision: (a) That the Staffordshire County Council's Bus Service Improvement Plan 2024 be approved.</p> <p>(b) That delegated authority be given to the Director for Economy, Infrastructure and Skills, in consultation with the Cabinet Member for Commercial Matters, to make any final</p>	<p>The development of the emerging LTP will be progressed in line with the Cabinet and Committee resolutions.</p>

Organisation/Event	What they told us	Our Response
	<p>amendments to the BSIP following its approval by Cabinet.</p> <p>19 February 2025 Cabinet Decision: (a) That the Joint Strategic Transport Statement be approved.</p> <p>(b) The Director for Economy, Infrastructure and Skills signs the statement on behalf of the County Council.</p> <p>Delegates any final amendments to the Joint Strategic Transport Statement following publication of national guidance to the Director for Economy, Infrastructure & Skills in consultation with the Cabinet Member for Strategic Highways.</p>	

Organisation/Event	What they told us	Our Response
<p>Staffordshire Active Travel Summit - attended by Active Travel England, Department for Transport, NHS, Network Rail, district and adjacent councils.</p>	<p>The wider benefits created by walking, cycling, wheeling and scooting, including for the economy, health and environment, need to be promoted.</p> <p>Whilst Staffordshire is predominantly rural, the Council should still strive to increase levels of active travel.</p> <p>The role of the local planning authorities is crucial if Staffordshire is to be an attractive, sustainable, people-friendly places.</p> <p>Behaviour change must play a key role in the mix of measures and have the appropriate funding.</p> <p>Support for active travel initiatives from partners and decision-makers (e.g. councillors and senior leaders) is paramount.</p>	<p>Working alongside Sustrans, the Council is updating its Local Cycling and Walking Infrastructure Plan (LCWIP). This will align with Active Travel England's guidance, LTN1/20, and considers best practice.</p> <p>As part of the revised LCWIP, the Council is also expanding the area that it covers to ensure it better reflects Staffordshire's rurality.</p> <p>The council recognises that there needs to be greater collaboration between itself and the county's local planning authorities. This is needed to ensure that new development is accessible by active travel modes.</p> <p>Behaviour change will feature heavily in the LCWIP, along with the wider benefits that active travel can achieve.</p>

Organisation/Event	What they told us	Our Response
Family Hub Launch - Biddulph and Lichfield Parents and Carers Survey (401 responses)	<p>Quantitative responses:</p> <ul style="list-style-type: none"> • 58% of respondents could be persuaded to reduce their car or van use, whilst 18% could not, and 10% said that they already had. • 76% of respondents mostly travelled to work by car; 11% walked; 8% worked from home; 3% went on the train and 2% went on the bus. • When travelling to education, 45% of respondents mostly travelled to work by car; 29% walked; and 23% went on the bus. <p>Qualitative responses:</p> <ul style="list-style-type: none"> • There are poor bus links, especially for those with pushchairs. • I need a car due to trip chaining and lack of suitable public transport. • I walk because I do not own a car and its better for my health. 	<p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It specifically mentions the requirements for all public service buses to have ramps or lifts to assist people with buggies and footpaths in the vicinity of bus stops to be accessible and well maintained. It also includes the aim to re-introduce and expand the Young Persons' Bus Pass.</p> <p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support people with protected characteristics, such as mothers with young children, young people, and people from low-income households.</p>

Organisation/Event	What they told us	Our Response
<p>Royal National Institute of Blind People</p>	<p>Future schemes need to be inclusive, including people who are visually impaired. This specifically includes not having shared use facilities such as footway/ cycleways, toucan crossings, parallel crossings and bus stop bypasses. In terms of the design palette, the Royal National Institute of Blind People would like contrasting colours to be used where appropriate and consideration of the placement of street furniture.</p> <p>The Royal National Institute of Blind People is developing a policy statement in relation to cycling.</p>	<p>The Council is required to design schemes for all highway users, and it follows latest national design guidelines such as LTN 1/20, which is published by the Department for Transport. The Council is committed to embedding inclusivity into scheme design and consultation and where it minimises conflict between highway users.</p>

Organisation/Event	What they told us	Our Response
Midlands Connect	<p>Midlands Connect aim to improve the Midlands' connectivity, economy, and productivity by developing and progressing transport projects, which:</p> <ul style="list-style-type: none"> • Create a fairer, greener, and stronger Midlands • Transform regional and UK gateways • Enable the Midlands' economies to work more effectively together • Meet commitments to net zero <p>To help it do this, Midlands Connect is producing strategies and plans, including the Road to Success (looking at the A50/A500), Stafford Rail Station Access Study, and Rural Public Transport Access in Staffordshire Moorlands.</p> <p>Midlands Connect has also produced several tools to assist local highway authorities in formulating their transport policies, including the Carbon Assessment Playbook, Alternative Fuels for Freight Infrastructure (ALFFI), Midlands Rail and Road Operational Resilience (MiRROR) and Electric Vehicle Charging Infrastructure (EVCI).</p>	<p>The Council already works closely with Midlands Connect and it intends to ensure that the LTP aligns with its plans and strategies.</p> <p>Opportunities to highlight the work of the Council, or assist Midlands Connect in developing their strategies and tools, will continue to be taken.</p> <p>The outcome of the Road to Success (looking at the A50/A500), Stafford Rail Station Access Study, and Rural Public Transport Access in Staffordshire Moorlands will be considered in the LTP</p> <p>The Council will complete the Burton upon Trent Major Road Network study and feed the outcome into the LTP.</p>

Organisation/Event	What they told us	Our Response
<p>LTP Scheme Optioneering Session 1 (involving staff from the County Council and the district and boroughs)</p>	<p>Barriers to delivering the LTP's vision were identified as:</p> <ul style="list-style-type: none"> • Funding • Time • Senior and political Buy-in • Existing work practices and legislation, group thinking • Risk aversion • Motivation • Bureaucracy • Public opinion • Data <p>Some specific comments included:</p> <ul style="list-style-type: none"> • Significant and ongoing improvement in public transport if we are to get people out of their cars. • Significant investment into electric charging points if people are to have the confidence to switch from petrol and diesel-based vehicles. • The LTP must highlight the wider health, economic and environmental benefits of active travel. • We are too car focussed, we need to give greater priority to pedestrians and cyclists and adopt a sustainable road user hierarchy. 	<p>The Council's Prosperous Overview and Scrutiny Committee has received three updates over an 18-month period regarding the LTP. Each time, the Committee has supported the LTP's direction of travel.</p> <p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intends to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive.</p>

Organisation/Event	What they told us	Our Response
	<ul style="list-style-type: none"> • Need to change people's attachment to the car; everyone needs to play their role and this may be uneven across the county and population. • Revisions are needed to planning policy to encourage sustainable access. • Digital by default needs to become the norm, meaning that some journeys don't need to take place in the first instance. As an organisation, we also need to invest in data and digital services. 	<p>Alongside the LTP, the Council will publish a Public Electric Vehicle Charging Strategy. It seeks to coordinate the creation of a network of charging points across the county that will give residents and visitors the confidence to use electric vehicles. It will define the role of the Council, district and borough councils, and the distribution network operator. It will also use demand analysis to identify where charging locations are needed and the type of provision.</p> <p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support Staffordshire's economy, environment and public health. For example, the health benefits of increased levels of walking and cycling, and its role in reducing road traffic emissions will be described.</p> <p>Design principles will form part of the emerging LTP, which includes designing schemes for people, not cars. The Council propose to include a road user hierarchy, where walking and cycling is at the top and single occupancy, internal combustion engine vehicle use is at the bottom.</p>

Organisation/Event	What they told us	Our Response
		<p>Behaviour change will be the golden thread running through the LTP and the Council will adopt a Deter-Switch-Improve and COM-B approach to encouraging people to become less dependent on their private motor cars.</p> <p>The council recognises that there needs to be greater collaboration between itself and the county's local planning authorities. This is needed to ensure that for new developments, good travel behaviours are installed from the beginning. The LTP highlights this synergy, and it plays a key role in the Deter element of Deter-Switch-Improve model.</p> <p>Within the Deter element, is digital connectivity. Transport is a means to an end; the end being accessing employment, visiting friends, going shopping or healthcare appointments, etc. But many of these needs can increasingly be accessed by online services.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Sustainability Board	<p>Delivering net zero by 2050 will be challenging as Staffordshire is a large rural county with no one dominant centre. The Council needs to:</p> <ul style="list-style-type: none"> • Promote electric vehicles, public and active travel. • Roll out of gigabit and full fibre, along with 5G mobile coverage to prevent journeys from taking place in the first instance, whilst not creating social isolation. <p>The approach needs to be right for Staffordshire. Whatever that approach is, it needs to recognise that many journeys in the county are through journeys.</p>	<p>One of the LTP's four strategic objectives is to protect the natural environment.</p> <p>Alongside the LTP, the Council will publish a Public Electric Vehicle Charging Strategy. It seeks to coordinate the creation of a network of charging points across the county that will give residents, businesses and visitors the confidence to use electric vehicles. It will define the role of the Council, district and borough councils, and the distribution network operator. It will also use demand analysis to identify the type of charging provision needed at specific types of locations.</p> <p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive.</p>

Organisation/Event	What they told us	Our Response
		<p>Alongside the LTP, the Council will publish a revised Cycling and Walking Infrastructure Plan (LCWIP). It aims to make walking, cycling, and wheeling safer, more accessible, and more enjoyable for people, thereby encouraging more journeys to be made by these modes.</p> <p>Online services offer great opportunities to reduce the need to travel and therefore, ease congestion, make roads safer for pedestrians and cyclists, and reduce emissions. The role of both fixed and mobile connectivity in helping to achieve the LTP's vision will be included in the LTP.</p> <p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support Staffordshire's economy, environment and public health, including social isolation.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Neuro Diversity Partnership	<p>Neurodivergent people may:</p> <ul style="list-style-type: none"> • Experience sensory overload in busy or unfamiliar environments. • Feel anxious about using public transport due to overcrowding, uncertainty, or unfamiliarity. • Not have the skills or knowledge to navigate transportation systems. <p>Opportunities to support neurodivergent people include:</p> <ul style="list-style-type: none"> • Training can help people with autism learn how to read maps, understand fare systems, and practice safe pedestrian behaviour. • Making areas walkable. • Expanding access to trains and buses. • Creating places for people to sit. • Providing sensory support. • Providing tools for navigation. • Raising awareness of hidden disabilities amongst public transport staff. 	<p>In 2023, Asist (a local organisation that works alongside people with physical and learning disabilities and mental health conditions) collected feedback on bus travel by their users. This included drivers not giving sufficient time for people to sit or vacate the bus; and drivers showing their impatience when dealing with neurodiverse passengers who have got anxious whilst travelling on the bus.</p> <p>Asist will help the Council in writing and publicising the LTP so that it is accessible to all. They will help in preparing an easy-to-read LTP summary document.</p> <p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred mode of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive.</p> <p>To specifically assist people with neurodivergence, the BSIP launched a range of Journey Assistance Cards to improve the</p>

Organisation/Event	What they told us	Our Response
		<p>interaction between passengers with hidden disabilities and bus drivers. The BSIP also requested that bus drivers receive the best training possible, resulting in all passengers having the best experience possible. It asked bus operators to adopt best practice in relation to driver training, such as the Government's REAL disability equality training programme, followed by more specific training like the Oliver McGowan Mandatory Training on Learning Disability and Autism.</p> <p>Finally, the BSIP suggested that the Youth Parliament produce a short video, explaining to young people how to find and read bus information, and how to catch a bus, which would be accessible for all.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Autism Joint Implementation Group	<p>Bus drivers need to be patient, remembering that people can have hidden disabilities.</p> <p>Some people with autism need:</p> <ul style="list-style-type: none"> • to take sensory aids and comfort items with them on public transport; ID such as a Sunflower lanyard; and have an itinerary. • to prepare themselves regarding what to expect when using public transport and how to deal with uncertainty and change. • assistance with booking train journeys and making connections. • to be made aware of the disabled person railcard and bus pass. 	<p>See above.</p> <p>Regarding the disabled person railcard and bus pass, the Council publishes information on its website at:</p> <p>Bus Passes for older or disabled residents - Staffordshire County Council</p>

Organisation/Event	What they told us	Our Response
Staffordshire Business & Environment Network (SBEN) Annual Conference Questionnaire	<p>What would you like Staffordshire's transport network to look like in 2050?</p> <ul style="list-style-type: none"> • Carbon free, with less congestion and potholes, improved sustainable transport options, and more digital solutions, which will help reduce the need to travel. • More joined up rail and bus services, better walking and cycling facilities. Priority for local travel geared towards active travel. • Better public transport options, which are affordable. • Public transport can feel expensive and therefore not an option when compared to driving. • Reliable public bus services, running on hydrogen or BEV power systems, which have more stops near employment sites. <p>Does your company actively encourage its staff and visitors to use sustainable modes of travel when travelling to your premises?</p> <ul style="list-style-type: none"> • When hosting events, we choose locations according to proximity to public transport and give public transport information in event listings. 	<p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, greener, accessible and inclusive.</p> <p>The BSIP specifically mentions better integration between buses and other modes such as rail, walking and cycling; opportunities to align bus services with shift patterns of large employers and business parks; securing funding to purchase electric buses on the busiest corridors; and collaborative workspaces will form part of the offer at future Mobility Hubs.</p> <p>The Council recognises that there needs to be greater collaboration between itself and the county's local planning authorities. This is needed to ensure that new development is accessible by active travel modes.</p>

Organisation/Event	What they told us	Our Response
	<ul style="list-style-type: none"> • Cycle to Work Scheme, Tusker Car Scheme, Working from Home. • Installed charging points for BEVs, which are available to customers and staff. • Secure bike shelters. 	

Organisation/Event	What they told us	Our Response
Staffordshire Freight and Communities Forum	<ul style="list-style-type: none"> • SATNAV and mapping providers need to avoid sending large vehicles along inappropriate roads. • The Council is poor at communicating up to date information on the local network and new Traffic Regulation Orders. • Parking and driver welfare are few and in need of improvement. • Lack of secure facilities in the county for long and overnight stays • Little advancement in the use of Staffordshire vehicles using alternative fuels, especially hydrogen. • The sector feel unable to influence local plans to accommodate their needs (i.e. parking and driver welfare facilities). • Congestion issues on parts of the Major Road Network, especially in towns. • Planned and unplanned road closures require clear planning and communication. • Maintenance and investment of existing assets is necessary to ensure journey time reliability. 	<p>Due to its central location and excellent access to the strategic road network, Staffordshire is home to a large freight and logistics sector. Heavy Goods vehicles account for almost 1 in 10 of the traffic on Staffordshire's roads, although a significant proportion are through journeys.</p> <p>The LTP will set out the Council's aim to work with partners, including the district and borough councils, Midlands Connect and partners on the Staffordshire Freight Forum, to facilitate the expeditious movement of freight and to manage its impact on local roads and communities. This is likely to include a desire to improve overnight parking provision, changing traffic routing, speeds and priority, changing delivery restrictions, introducing consolidation and smaller, electric vehicles for the last leg of deliveries, and creating refuelling stations, potentially including hydrogen.</p> <p>The priority will be to ensure that long distance freight traffic remains on the Strategic Road Network where possible. Moving some freight to rail will be an option with the creation of the West Midlands Rail Freight Interchange in Four Ashes. This will also require sufficient capacity on the WCML. The impact of increasing local road</p>

Organisation/Event	What they told us	Our Response
		freight movements to and from the interchange is also recognised.

Organisation/Event	What they told us	Our Response
LTP Scheme Optioneering Session 2	<p>Short-term schemes that attendees wanted to be considered for inclusion into the LTP include:</p> <ul style="list-style-type: none"> • Introduce car sharing and car clubs. • Better use of community centres to act as shopping collection points or doctors' drop-in clinics. • Improve digital connectivity through infrastructure. • Expand demand responsive transport. • Ensure community involvement and buy-in in scheme design. • Expand 20mph speed limits to encourage active travel. • Joined-up ticket across all public transport. • Re-introduce the young persons' bus pass. • Allow E-scooters and E-Bikes on highways and all public transport, including trains. • Improve active travel connections in towns. • Reward residents and businesses who are using environmentally friendly transport modes. 	<p>Car sharing and car clubs could help to reduce the number of car trips, single car occupancy trips, car ownership levels, congestion and pollution levels. For these reasons, their inclusion will be considered in the LTP.</p> <p>The Council recognises that to deter certain journeys taking place and to encourage more people to switch to active modes of travel, facilities (e.g. shops, doctors, schools, etc.) need to be local. Although opening community facilities to service providers is out of the LTP's scope, the Council supports the idea.</p> <p>The synergy between technology, infrastructure and users will continue to drive innovation in how the Council manage the highway network. Incorporating digital technologies will help facilitate the development of safer, greener and equitable transport systems, and its adoption will be included in the LTP.</p> <p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network gets more people choosing to travel by bus as their preferred mode of transport. In rural areas, where passenger numbers are low, bespoke approaches may be</p>

Organisation/Event	What they told us	Our Response
		<p>more suitable, such as demand responsive services and taxi-buses. Similarly, more tailored approaches may also be required to run evening and Sunday services across both urban and rural settings. The BSIP also sets out the Council's ambition to:</p> <ul style="list-style-type: none"> • Work with Midlands Connect to introduce seamless ticketing within the county between bus services and across transport modes. • Work through the Enhanced Partnership to re-introduce and expand the Young Persons' Bus Pass and look at a range of fare incentives to encourage bus use. <p>Shared E-scooters and E-bikes can help alleviate traffic congestion and improve air quality by providing a compact and agile mode of transport for short to medium length journeys. It is currently illegal to use private e-scooters on public roads, but if National Government change legislation, the Council may look to increase their use.</p> <p>Working alongside Sustrans, the Council is updating its Local Cycling and Walking Infrastructure Plan (LCWIP) to ensure that it aligns with Active Travel England's guidance (LTN1/20) and considers best practice.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Bus Enhanced Partnership	<p>The Enhanced Partnership comprises many of the county's bus operators and its primary role is to deliver the Bus Service Improvement Plan (BSIP).</p> <p>The Enhanced Partnership supports the BSIP's aim and objectives and has agreed to implement the Assistance Cards to help passengers with physical and hidden disabilities.</p> <p>The Enhanced Partnership has concerns regarding signing a Passenger Charter as members have already signed similar documents with neighbouring authorities; and agreeing to introducing a fare promotion scheme in December 2024.</p>	<p>Enhanced Partnership members have agreed to work with the Council on a set of shared aims that are set out in the Bus Service Improvement Plan (BSIP). The BSIP describes how Staffordshire's bus network will be improved and how bus patronage will be increased. The BSIP supports the National Bus Strategy, which was published by National Government in 2021.</p> <p>The Council published its revised BSIP in June 2024. It was praised by the Department for Transport, resulting in the Council being allocated £5.3 million in capital funding and £5.1m in revenue funding for 2025/26 in the latest bus service improvement plan funding round</p>

Organisation/Event	What they told us	Our Response
Staffordshire Taxi Licencing Group	<p>What are the main transport issues of taxi operators in Staffordshire?</p> <ul style="list-style-type: none"> • Highway maintenance. • Reducing size of taxi ranks. • Cross-border and out-of-area working. • Ban on the sale of petrol and diesel cars. • Lack of investment in technology such as booking apps and dispatch software. • Competition from ride-sharing companies. • Safety of drivers and passengers. • Growing automation, including driver-less cars. 	<p>As a local highway authority, the Council's role and influence over taxi operators is limited. It is not the licensing authority and, other than employing taxi companies to carry out home-to-school transport, the Council cannot influence how and where they operate.</p> <p>The Council recognises that taxis play a vital role in the county's transport sector, providing a flexible, convenient, and essential transport for many people, especially those with mobility issues or living in areas where there is little or no public transport.</p> <p>The role of taxis will be highlighted in the LTP, and the Council will continue to facilitate the Staffordshire Taxi Licencing Group.</p>

Organisation/Event	What they told us	Our Response
LTP External Partner Sounding Board	<p>Issues raised include:</p> <ul style="list-style-type: none"> • Engaging with hard-to-reach audiences. • Behavioural Change. • Rurality. • Sparse bus network. • High car ownership and usage. • Highway maintenance. • Supporting economic growth. • Tackling congestion/journey time reliability. 	<p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support Staffordshire's society, economy, environment and public health. This includes how the Council has considered the needs and shaped the LTP based on hard-to-reach groups.</p> <p>Behaviour change will be the golden thread running through the LTP and the Council will adopt a Deter-Switch-Improve and COM-B approach to encourage people to become less dependent on private motor cars.</p> <p>The LTP will introduce the Capability to Achieve Suitable Transport (CAST) approach, whereby different measures and messages will be different, depending on place, people and time - it is not a one-size-fits-all. In rural areas, where passenger numbers are low, bespoke approaches may be more suitable, such as demand responsive services and taxi-buses.</p> <p>The Council revised its Bus Service Improvement Plan (BSIP) in June 2024. It aims to create a bus network gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus</p>

Organisation/Event	What they told us	Our Response
		<p>operators and wider partners, intends to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, greener, accessible and inclusive.</p>

Organisation/Event	What they told us	Our Response
Support Staffordshire and Age UK	<p>Older people can have physical, sensory, cognitive and psychological constraints.</p> <p>Older people need to be supported in driving safely for longer, with viable alternative transport options available for those who are unable to drive their own vehicle.</p> <p>Public transport is not always convenient for older people as it does not always go directly to where they want to travel. For example, there are inadequate direct buses to healthcare services. The concessionary fare pass can also be restrictive as it can't be used before 9.30am.</p> <p>Encouraging older people to engage in active travel such as cycling or walking could have health benefits and reduce isolation.</p> <p>Inadequate network of community transport schemes, primarily because:</p> <ul style="list-style-type: none"> • Difficulty attracting and retaining volunteers. • Lack of funding. • Lack of training and support for volunteer drivers. • Staff burnout / high staff turnover. • Dependent on a small number of dedicated 	<p>The Council revised its Bus Service Improvement Plan (BSIP) in June 2024. It aims to create a bus network and that gets more people choosing to travel by bus as their preferred mode of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, greener, accessible and inclusive.</p> <p>The BSIP specifically mentions wanting every bus driver to receive the best training possible, resulting in every passenger, especially the elderly and those with physical and learning disabilities, having the best experience possible. Drivers are trained to wait for older passengers to be seated before pulling away and to lower the ramp to help those with accessibility needs.</p> <p>Priority seats near the front of buses, along with areas for wheelchairs and walking aids, are clearly labelled for those customers that need them most. An increasing number of buses have on-board, next stop announcements that help people to identify where they are. The BSIP recognises that in sparsely populated areas of the county, more innovative services are likely to be the norm, including community</p>

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	<p>coordinators to manage operations.</p> <ul style="list-style-type: none"> • Lack of communication and coordination between transport operators, including between community transport operators. • Challenges in obtaining necessary insurance coverage for community transport services. 	<p>transport schemes. For this to happen, it is acknowledged that additional support will be needed.</p>

Organisation/Event	What they told us	Our Response
Cannock Chase National Landscape	<ul style="list-style-type: none"> • Support with parking on the Chase and implementing their car parking strategy. • Introduction of mandatory 40mph and traffic calming across the Chase. • Gateway markers and information points at nearby rail stations and other key locations. • Minimise the impact of traffic travelling through the Chase, and of highway management on the Chase's tranquillity and other special qualities. • Promote the use of sustainable means of transport by visitors to the Chase. 	<p>The Council will work alongside the National Landscape to consider how it can support them in delivering their specific asks.</p> <p>One of the LTP's four strategic objectives is to protect the natural environment. The Council recognises its role as a custodian to a massive highway network that includes 5,762km of rural road verges and almost half a million trees. One of the emerging LTP's six design principles is, "schemes will protect biodiversity and wherever possible, secure net species and habitat gain".</p> <p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support Staffordshire's economy, environment and public health.</p> <p>In preparing the Cannock and Stafford District Integrated Transport Strategies, the Council will engage with local partners, including the National Landscape and Special Area of Conservation (SAC) Partnership.</p>

Organisation/Event	What they told us	Our Response
Youth Parliament – online surveys	<p>Facebook and Instagram Survey (May 2024)</p> <ul style="list-style-type: none"> • Buses either do not exist (especially at weekends and in the evening) and do not go where you want them to go. • Public transport is expensive. • Don't feel safe when walking to and from bus stops. <p>Online map (July 2024 to January 2025)</p> <ul style="list-style-type: none"> • 60% of responses related to access to, and reliability of, bus services. • 28% of responses related to safety issues regarding walking to and from the bus stops e.g. lack of footways and lighting. • 4% of responses related to improving access for people with disabilities to platform 1 at Stone Station. 	<p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, greener, accessible and inclusive.</p> <p>The BSIP recognises that young people are often reliant on buses, yet the cost of bus use is a particular challenge for them. For many young people, the cost of bus travel is a barrier to gaining access to the places, opportunities and people, they need to thrive. The BSIP goes on to say that getting young people to view buses as their preferred mode of travel is important as it will instil good travel behaviour, delaying the time, or removing the need, for car ownership.</p> <p>The BSIP proposes to re-introduce a Young Persons' Travel Card, extending the age to 25 years old, benefiting young people beyond education and into employment. It also sets out bus stop upgrades at Staffordshire's busiest stops, based on the analysis of annual patronage</p>

Organisation/Event	What they told us	Our Response
		<p>data, in line with recommended standards, including lighting.</p> <p>The Council wants all rail stations to be accessible to all and is working with partners to identify funding. This will be outlined in the LTP. Currently however, no funding has been identified to build an accessible bridge/lift (or alternative solutions) to improve accessibility to platform 1 at Stone Station.</p>

Organisation/Event	What they told us	Our Response
South Staffordshire Council	<p>Transport mitigation required to deliver future housing growth requirements.</p> <p>More frequent and wider offer of buses, linking villages and key centres to areas outside of the district.</p> <p>Recognition of the transport needs of an elderly population.</p> <p>Better rail services.</p> <p>Support for community transport schemes.</p> <p>Maintain the current assets well - pot holes.</p> <p>Extend the current cycle lane between Junction 2 of the M54 and Gailey, through Penkridge and onto Stafford (Junction 13 of the M6). This would provide access to proposed strategic housing and employment sites within their proposed local plan.</p> <p>Access / surface improvements to the South Staffordshire Railway Walk and Wyrley Essington Canal.</p> <p>Cycle link - Codsall rail station to Perton.</p>	<p>To achieve the LTP's vision, it will be essential for local planning and highway planners to work in tandem to ensure that developments embed active and public travel access from the outset. Part of this is to ensure that developers meet the cost of their development on the highway and that they support the LTP's vision. Developer contributions will be sought to mitigate the impact of all future commercial and residential development.</p> <p>The planning of new developments, and transport planning more generally, should aim to deliver two objectives if transport is to reduce its impact on the environment and on local communities be:</p> <ul style="list-style-type: none"> • Reduce the need to travel - people make fewer and shorter trips. • Encourage modal shift: walking, cycling and public transport are the preferred and most convenient forms of transport. <p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council,</p>

Organisation/Event	What they told us	Our Response
		<p>along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, greener, accessible and inclusive. It also includes an ambition to improve access to rail station by people wanting to walk or cycle.</p> <p>The LTP will introduce the Capability to Achieve Sustainable Transport (CAST) approach, whereby different measures and messages will be different, depending on place, people and time - it is not a one-size-fits-all. In rural areas, where passenger numbers are low, bespoke approaches may be more suitable, such as demand responsive services and taxi-buses.</p> <p>The BSIP also recognises that in more sparsely populated areas, more innovative services are likely to be the norm, including community transport schemes. For this to happen, it is acknowledged that additional support will be needed.</p> <p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support Staffordshire's society, economy, environment and public health. This includes how</p>

Organisation/Event	What they told us	Our Response
		<p>the Council has considered the needs and shaped the LTP based on hard-to-reach groups, which include the elderly. Age Concern UK has also been involved in the LTP engagement process.</p> <p>Public transport, such as rail services, are ranked as second in the sustainable transport hierarchy. Rail services are less polluting than single occupancy private motor vehicles (except motorbikes); they help reduce traffic and improve air quality and free-up road space for other modes. Expanding the availability and strengthening the offer of rail services is vital to achieving the LTP's vision.</p> <p>Alongside the LTP, the Council will publish a revised Cycling and Walking Infrastructure Plan (LCWIP). It aims to make walking, cycling, and wheeling safer, more accessible, and more enjoyable for people, thereby encouraging more journeys to be made by these modes. The LCWIP will be expanded to include more rural areas of the county and to recognise that walking and cycling has a key role to play in rural areas, especially for leisure cycling. Proposals to improve connections between Codsall rail station and Perton, improvements to the South</p>

Organisation/Event	What they told us	Our Response
		<p>Staffordshire Railway Walk and the Wyrley Essington Canal will be considered for funding within the LTP.</p> <p>The Council will also publish its revised Highway Infrastructure Asset Management Strategy (HIAMP). It identifies the optimal allocation of resources for the management, operation, preservation and enhancement of highway infrastructure that meets the needs of businesses and all stakeholders using the network. It will recognise that the Council needs to maintain the assets it currently has, before installing new infrastructure.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Business & Environment Network (SBEN) Annual Conference	<p>Don't have confidence in electric vehicles; a better solution might be hydrogen propelled vehicles, especially for HGVs and buses.</p> <p>Incentivise employees to walk, cycle, use public transport and car share.</p> <p>There are no public buses for employees to use.</p> <p>Need to reduce the number of cars in towns, which creates congestion.</p> <p>Digital connectivity is good overall but 5G is not found everywhere across the county.</p> <p>Eager to explore working with other businesses to stop empty running.</p> <p>Constant roadworks cause delay and frustration. Variation in the time it takes to do set journeys is costly and frustrating.</p> <p>Stagger hours of operation for businesses, schools, etc. to reduce congestion.</p>	<p>Alongside the LTP, the Council will revise its Electric Vehicle Strategy. It focuses on the role of electric vehicles across the county to deliver the LTP vision and the interventions required to support the transition to electric, as well as other, non-emitting fuels such as hydrogen.</p> <p>The Council will also publish a revised Cycling and Walking Infrastructure Plan (LCWIP). It aims to make walking, cycling, and wheeling safer, more accessible, and more enjoyable for people, thereby encouraging more journeys to be made by these modes.</p> <p>Expanding digital connectivity and its use is a key element of the LTP. Online services offer great opportunities to reduce the need to travel and therefore, ease congestion, make roads safer for pedestrians and cyclists, and reduce emissions.</p> <p>The Council monitors business travel plans where they are a requirement of planning. The Council will also support businesses who are increasingly asking for help in proactively writing travel plans, as resources permit. The Council would like to incentivise active and public forms of travel, but it cannot rule out disincentivizing car travel during the latter half of the LTP period, if incentivising</p>

Organisation/Event	What they told us	Our Response
		<p>active and public travel does not deliver the required results.</p> <p>The Council plans to write a Traffic and Network Plan. It will ensure the statutory duties outlined in the New Roads and Street Works Act (NRSWA) 1991 and the Traffic Management Act (TMA) 2004, are observed.</p> <p>The LTP must do what is right for Staffordshire. The Council appreciates that the county is starting from a point of high car ownership and low levels of walking, cycling and bus use. The slogan of the LTP will be big changes come from small steps. Therefore, whilst changing hours of operation for schools, etc. to help ease congestion will not be an action in the short to medium term, it is not being ruled out as a possible long-term measure.</p>

Organisation/Event	What they told us	Our Response
<p>Youth Services / Families</p> <p>Family Hub Survey</p>	<ul style="list-style-type: none"> For accessing education, 34% of respondents either drove or were a passenger in a car, 29% took the bus and 27% walked. For visiting friends and family, 86% either drove or were a passenger in a car. 65% of respondents said improved bus connectivity would encourage them to travel independently more often, and 56% said cheaper transport and improved/safer walking and cycling routes. The reasons for choosing their main mode of transport included, quickest mode (60%) and cheaper (28%). 	<p>Ideas to support young people which are, or will be, contained in the LTP and its associated documents, include:</p> <ul style="list-style-type: none"> Re-introduction of a Young Person's Bus Pass, extending the age to 25 years old and benefiting young people beyond education and into employment. Bus stop upgrades at Staffordshire's busiest stops, based on the analysis of annual patronage data, in line with recommended standards, including lighting. The production of a short video, explaining how to find and read bus information and how to catch a bus, which will be made in partnership with the Youth Parliament. Investigate the potential for developing School Streets. These initiatives aim to transform the areas around schools into pedestrian and cyclist-friendly zones during peak school hours. By prioritising these modes, it will tackle traffic congestion, improve air quality and road safety, creating a more pleasant environment.

Organisation/Event	What they told us	Our Response
		<ul style="list-style-type: none"> Expand other activities with schools that increase access by active travel modes, such as Modeshift STARS and Bikeability training.

Organisation/Event	What they told us	Our Response
M6 Toll Ltd	<p>M6 Toll Ltd is introducing a new payment account system, called Breeze, which will make travel more attractive for local people making short journeys.</p> <p>The use of Automatic Number Plate Recognition (ANPR) at toll plazas will mean that drivers no longer need to stop as they pay digitally.</p> <p>M6 Toll Ltd is keen to establish a closer working relationship with the Council.</p>	<p>The role of the Strategic Road Network, including the M6 Toll, will be highlighted in the LTP as a vital link for through journeys and journeys with origins or destinations next to the M6.</p> <p>The Council want to work with M6 Toll Ltd to take pressure off the local road network.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Chamber of Commerce	<p>Improvements are needed at Junction 15 of the M6 to ease queuing traffic.</p> <p>Potential new rail stations at Trentham and Etruria.</p> <p>Progress the fifty500 proposal.</p> <p>Greater collaboration amongst neighbouring highway authorities to bring forward strategic plans and proposals to deliver a wider mix of available business sites across the county.</p> <p>Greater use of public transport and electric vehicles through programs such as the Bus Service Improvement Plan (BSIP), simplified rail and bus ticketing, Park and Ride developments and delivery of the Local Electric Vehicle Infrastructure (LEVI) Fund.</p> <p>Happy to facilitate a transport survey of the members.</p>	<p>The Council understand that National Highways will undertake improvements to Junction 15 of the M6. The importance of the proposal will be recognised within the LTP as a scheme to be progressed by National Highways. The council will support National Highways to minimise disruption.</p> <p>West Midlands Rail Executive (WMRE) is looking at proposals for new rail stations in Trentham and Etruria. The Council is liaising with WMRE and Stoke City Council to inform this piece of work. The outcome will inform the LTP.</p> <p>The Council's rail priorities are to ensure that improved capacity and services are provided on the West Coast Mainline and on the Birmingham to Derby Line. It is also keen to ensure Staffordshire has strong local rail services and freight capacity, linking to the new rail freight interchange in Four Ashes.</p> <p>The emerging LTP seeks to facilitate economic growth by providing access to jobs, goods and services for residents, and access to customers and markets for businesses. Therefore, the Council wants to ease traffic issues along the A50/A500 corridor and expand its attractiveness</p>

Organisation/Event	What they told us	Our Response
		<p>as a place to invest, especially amongst the automotive industry.</p> <p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive.</p> <p>Alongside the LTP, the Council will publish a Public Electric Vehicle Charging Strategy. It seeks to coordinate the creation of a network of charging points across the county that will give residents and visitors the confidence to use electric vehicles. It will define the role of the Council, district and borough councils, and the distribution network operator, and will use demand analysis to identify where and which charges should be provided.</p> <p>The Council, Stoke City Council and the Chamber will jointly launch a business transport survey, which will feed into the LTP.</p>

Organisation/Event	What they told us	Our Response
Lichfield District Council	<p>Improvements to bus services include, the older person's bus pass being extended to allow travel before 9.30am; more evening bus services in rural areas; a new bus station in Lichfield; the Knot ticket being accepted by all bus operators; and addressing anti-social behaviour on buses.</p> <p>Improved community transport services for the most vulnerable in the community.</p> <p>Reopening of the Burton to Lichfield rail line.</p> <p>Greater use of digital connectivity.</p> <p>Highway improvements at Trent Valley roundabout; Chetwynd Bridge; traffic calming in Burntwood Town Centre; and public realm improvements at Sankey's Corner.</p>	<p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, greener, accessible and inclusive. In more densely populated areas, the BSIP wants higher frequency services during the day and more evening services on main corridors, supported by good frequencies on other urban and inter-urban routes.</p> <p>The BSIP states that the Council will continue to invest in, promote and expand the Knot ticket, and encourage all bus operators to accept it. It also says that most buses are or are about to be fitted with closed-circuit television (CCTV) systems, which act as a deterrent to potential criminal activity and antisocial behaviour. It also allows for an immediate intervention to take place, whether it be alerting the depot or Police, or the driver intervening. Every bus operator has procedures in place so that the driver could immediately contact the depot should an incident occur.</p>

Organisation/Event	What they told us	Our Response
		<p>The BSIP recognises that in more sparsely populated areas, more innovative services are likely to be the norm, including community transport schemes. For this to happen, it is acknowledged that additional financial support will be needed.</p> <p>West Midlands Rail Executive (WMRE) is looking to conduct a study into options regarding the reopening of the Burton to Lichfield rail line. The Council is liaising with WMRE on this piece of work and the outcome will inform the LTP.</p> <p>The LTP will highlight the role of digital connectivity. Transport is a means to an end; the end being accessing employment, visiting friends, going shopping, etc. But many of these needs can increasingly be accessed by online services.</p> <p>The Council is aware of queuing traffic during peak travel periods at Trent Valley roundabout. This is forecast to be further exacerbated by proposed new developments. The Council has secured Section 106 funding to improve capacity at this location and is currently investigating engineering options.</p>

Organisation/Event	What they told us	Our Response
		<p>The Council recognise that essential repair work is needed on Chetwynd Bridge. Funding opportunities are being explored and planning permission has been submitted. Chetwynd Bridge is proposed for inclusion in the LTP.</p> <p>A feasibility study looking at traffic calming in Burntwood Town Centre and public realm improvements at Sankey's Corner was conducted in 2022. The Council is exploring funding opportunities to progress this scheme, and it is likely to feature in the LTP.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Moorlands District Council	<p>Transport mitigation required to deliver future housing growth requirements.</p> <p>Greater collaboration with cross boundary highway authorities is needed, namely Stoke-on-Trent City Council and Cheshire East Council.</p> <p>Public Transport Improvements:</p> <ul style="list-style-type: none"> • More buses and greater integration between bus and rail. • Improvements to Leek bus station. • Enhanced bus provision between Biddulph to Stoke Enhanced bus provision between Cheadle and Blythe/ Bridge rail station. • Introduce electric buses. • Reopen the Leek to Stoke rail line • Introduce a tourist shuttle bus. <p>Active Travel Improvements:</p> <ul style="list-style-type: none"> • Need a network of cycle routes around A52 and A53, Claybank. • Alton Towers to Alton village pedestrian improvements. • Path link between Barnfield Industrial Estate and the canal. • Investment in Public Rights of Way. • Improved safety on Biddulph Valley Way. 	<p>To achieve the LTP's vision, it will be essential for local planning and highway planners to work in tandem to ensure that developments embed active and public travel access from the outset. Part of this is to ensure that developers meet the cost of their development on the highway and that they support the LTP's vision. Developer contributions will be sought to mitigate the impact of all future commercial and residential development.</p> <p>The planning of new developments, and transport planning more generally, should aim to deliver two objectives if transport reduce its impact on the environment and local communities:</p> <ul style="list-style-type: none"> • Reduce the need to travel - people make fewer and shorter trips. • Encourage modal shift: walking, cycling and public transport are the preferred and most convenient forms of transport. <p>In preparing the emerging LTP, the Council will liaise with neighbouring authorities to ensure proposals do not conflict with neighbouring authorities' plans and all opportunities for join working are identified.</p>

Organisation/Event	What they told us	Our Response
	<ul style="list-style-type: none"> • Reopening of old railway lines for walking and cycling. • Town centre pedestrian enhancements on St Edward Street in Leek. <p>Highway improvements at:</p> <ul style="list-style-type: none"> • Cellarhead junction. • A52 route upgrade to include road alignment and stabilisation. • Potential junction improvements and road improvements in Leek, Biddulph and Cheadle, as identified in Staffordshire Moorlands District Integrated Transport Strategy • Bypass for Cheadle. • Cornhill Link Road • Traffic movements are slow on main roads in towns such as Leek and Biddulph. <p>Increased and faster digital and mobile connectivity is needed.</p> <p>Revise the vacant seat policy for 16 to 18-year-olds to increase bus travel opportunities to school.</p>	<p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, greener, accessible and inclusive. It also includes an ambition to improve access to rail station by people wanting to walk or cycle. Specific schemes outlined in the BSIP, include:</p> <ul style="list-style-type: none"> • Refurbish Leek Bus Station; • Improve walking and wheeling routes to bus stops in Leek and Biddulph. • Secure funding to purchase electric buses on the busiest corridors that also run through Air Quality Management Areas. Priority routes are in locations such as Leek. • The project area for Moorlands Connect will be expanded to include Cheadle, Denstone and Rushton Spencer. • Enhanced bus provision on routes A53, Leek - Buxton, Bus enhancements; 93, Biddulph - Gillow Heath Circular; and 9 Biddulph - Hanley - Newcastle - Westbury Park.

Organisation/Event	What they told us	Our Response
		<p>The Council is not currently looking at the reopening as Stoke to Leek as this project has not been taken further by National Government as part 'restoring your railways'.</p> <p>The Council has run tourist buses in the past, including a bus service that ran between Uttoxeter Rail Station and Alton Towers. As passenger numbers were low, the service was removed. The Council is working with Midlands Connects, looking at public transport options to support the tourism industry in Staffordshire Moorlands. The Council is willing to consider new proposals so long as they are accompanied by a costed business case and funding stream. Alongside the LTP, the Council will publish a revised Cycling and Walking Infrastructure Plan (LCWIP). It aims to make walking, cycling, and wheeling safer, more accessible, and more enjoyable for people, thereby encouraging more journeys to be made by these modes. The LCWIP will be expanded to include more rural areas of the county and to recognise that walking and cycling has a key role to play in rural areas, especially for leisure cycling.</p> <p>Specifically looking at active travel improvements, a new pedestrian crossing on Edward Street is at</p>

Organisation/Event	What they told us	Our Response
		<p>the design stage; investment in Public Rights of Way will be considered where it aligns to the priorities of the new Rights of Way Improvement Plan; cycle routes around A52 and A53, pedestrian improvements in Alton, and a footpath between Barnfield Industrial Estate and the canal, are all included in the long list of LTP schemes and will be assessed against all other schemes.</p> <p>The Council plans to write a Traffic and Network Plan. It will ensure the statutory duties outlined in the New Roads and Street Works Act (NRSWA) 1991 and the Traffic Management Act (TMA) 2004, are observed.</p> <p>Junction improvements, road improvements and access works will be delivered where necessary to accommodate new development sites in line with the adopted Local Plan and associated 2018 District Integrated Transport Strategy.</p> <p>Alongside the LTP, the Council will publish its revised Highway Infrastructure Asset Management Strategy (HIAMP). It identifies the optimal allocation of resources for the management, operation, preservation and enhancement of highway infrastructure that</p>

Organisation/Event	What they told us	Our Response
		<p>meets the needs of businesses and all stakeholders using the network.</p> <p>Expanding digital connectivity and its use is a key element of the LTP. Online services offer great opportunities to reduce the need to travel and therefore, ease congestion, make roads safer for pedestrians and cyclists, and reduce emissions.</p> <p>The council does not have a vacant seat policy. Vehicle specifications preclude the council making this offer with the available fleet.</p>

Organisation/Event	What they told us	Our Response
East Staffordshire Borough Council	<p>Transport mitigation required to deliver future housing growth requirements.</p> <p>Improvements to existing walking and cycling routes are needed, building in resilience to climate change (flooding). Also, improved cycle parking, community bike share, bike loans, and recycle your bike initiatives would help to promote active travel.</p> <p>How will the LTP be monitored?</p> <p>How will the right LTP schemes be delivered?</p> <p>How will junction improvements and large infrastructure schemes be dealt with in the LTP?</p> <p>How will the LTP ensure no net loss of biodiversity, and result in net gain?</p> <p>What are the policies on electric charging and is biofuel being looked at?</p> <p>How does the LTP relate to the freight network?</p> <p>What policies will be for those who still need a car?</p>	<p>To achieve the LTP's vision, it will be essential for local planning and highway planners to work in tandem to ensure that developments embed sustainable access from the outset. Part of this is to ensure that developers meet the cost of their development on the highway and that they support the LTP's vision. Developer contributions will be sought to mitigate the impact of all future commercial and residential development.</p> <p>The planning of new developments, and transport planning more generally, should aim to:</p> <ul style="list-style-type: none"> • Reduce the need to travel - people make fewer and shorter trips. • Encourage modal shift - walking, cycling and public transport are the preferred and most convenient forms of transport. <p>Working alongside Sustrans, the Council is updating its Local Cycling and Walking Infrastructure Plan (LCWIP). This will align with Active Travel England's guidance, LTN1/20, and considers best practice. The LCWIP and the LTP, will include policies to improve cycle parking, and look at cycle-based schemes such as community bike share, bike loans, and recycle your bike initiatives.</p>

Organisation/Event	What they told us	Our Response
		<p>Each policy in the LTP will have at least one SMART target. Progress against delivering these will be continually monitored and an annual delivery report will describe the progress that has been made.</p> <p>As funding for LTP delivery is limited, not all schemes put forward will be implemented. A three-stage filtering process is proposed – an initial assessment, scheme scrutinization, and scheme prioritisation, based on weighted criteria.</p> <p>Not every scheme will be delivered, even if it is a good idea. This is often the case when a scheme is not primarily a transport scheme, such as public realm enhancements or maintaining mile-markers. In these instances, the Council is happy for others to fund initial feasibility or design work, which it can carry out on a cost recovery basis. A growing number of schemes are now being funded by districts, parishes, town councils, private enterprises, and other bodies.</p> <p>The emerging LTP is likely to be infrastructure light as it will be more focused towards encouraging modal split. This is not to say that junction improvements and large infrastructure schemes will not take place if they are part of</p>

Organisation/Event	What they told us	Our Response
		<p>access works to accommodate major developments. Where schemes and funding are identified, and schemes meet the LTP's design principles, schemes will be built.</p> <p>One of the emerging LTP design principles is to enhance the natural environment by protecting biodiversity and wherever possible, securing net species and habitat gain.</p> <p>Alongside the LTP, the Council will publish a Public Electric Vehicle Charging Strategy. It seeks to coordinate the creation of a network of charging points across the county that will give residents and visitors the confidence to use electric vehicles. The LTP will include a chapter on low carbon fuels, which will mainly focus on electric, but will also touch on other low emission fuels.</p> <p>The LTP will identify key improvements and areas of focus to improve traffic flows and will include the Council's plans to improve the flow of freight around the county and to reduce its potential negative impact on local communities.</p> <p>The Council propose to include a road user hierarchy in the LTP, whereby the needs of</p>

Organisation/Event	What they told us	Our Response
		<p>walkers and cyclists are given priority over car drivers. The Council recognises that for many people the car is, and will remain, their main mode of transport. However, for many people, alternatives do exist and these need to be improved to encourage more people to switch.</p>

Organisation/Event	What they told us	Our Response
County Councillors LTP Workshop	<p>Focus on people with a greater propensity to change their travel habits, such as the young and people living in urban areas, people who care about their health and the environment.</p> <p>Improve the cost, journey times and reliability of public transport services, and create more direct bus journeys.</p> <p>Support the uptake of electric vehicles, including addressing misinformation.</p> <p>Increase car parking charges and promote the benefits for car sharing.</p> <p>Build more footways and cycle paths in villages to encourage active travel.</p> <p>Improve digital connectivity.</p> <p>Improve access to local services, prioritising health.</p> <p>Undertake behaviour change initiatives with a focus on young people.</p>	<p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intends to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive.</p> <p>Alongside the LTP, the Council will publish a Public Electric Vehicle Charging Strategy. It seeks to coordinate the creation of a network of charging points across the county that will give residents and visitors the confidence to use electric vehicles. It will define the role of the Council, district and borough councils, and the distribution network operator, and will use demand analysis to identify where locations and the type of provision.</p> <p>The Council will work with the county's district and borough councils to explore opportunities to use car parking (spaces and charging) to discourage unsustainable travel. This is likely to be considered if initiatives to encourage good travel habits fail.</p>

Organisation/Event	What they told us	Our Response
		<p>Working alongside Sustrans, we are updating our Local Cycling and Walking Infrastructure Plan (LCWIP) to ensure that it aligns with Active Travel England's guidance, LTN1/20, and considers best practice. New foot and cycle ways in rural areas will be considered, although delivery will focus where there is greatest demand and as resources permit.</p> <p>The LTP will highlight the role of digital connectivity. Transport is a means to an end; the end being accessing employment, visiting friends, going shopping, etc. But many of these needs can increasingly be accessed by online services.</p> <p>Behaviour change will feature heavily in the LCWIP, along with the wider benefits that active travel can achieve. The LTP will ask Government for revenue resources necessary to support the delivery of a behaviour change strategy.</p>

Organisation/Event	What they told us	Our Response
Parish Councils' LTP Workshop	<p>Need policy which makes driving a less convenient option, ranging from speed limit changes to financial penalties.</p> <p>Electric vehicles and working from home are the most realistic solutions for people living in rural areas. However, some could be persuaded to use active travel occasionally.</p> <p>More convenient and reliable public transport.</p> <p>Better quality walking and cycling surfaces to encourage active travel.</p> <p>Mobility hubs could be based in urban or rural areas to encourage a multimodal approach to transport.</p>	<p>Suggestions from the workshop were collated and distributed to the attendees alongside the presentations given on the day. Schemes suggestions will be assessed alongside the other optioneering sessions.</p> <p>The LTP will introduce the Capability to Achieve Suitability Transport (CAST) approach, whereby different measures and messages will be different, depending on place, people and time. For example, electric vehicles and home working might be a better option for people living in rural areas where alternative options are unlikely to exist. The LTP will include work to enhance digital and mobile coverage across the county, and the Public Electric Vehicle Charging Strategy seeks to coordinate the creation of a network of charging points across the county that will give residents and visitors the confidence to use electric vehicles.</p> <p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It specifically mentions the requirements for all public service buses to have ramps or lifts to</p>

Organisation/Event	What they told us	Our Response
		<p>assist people with buggies and footpaths in the vicinity of bus stops to be accessible and well maintained.</p> <p>Working alongside Sustrans, we are updating our Local Cycling and Walking Infrastructure Plan (LCWIP) to ensure that it aligns with Active Travel England's guidance, LTN1/20, and considers best practice. New foot and cycle ways in rural areas will be considered, although delivery will focus where there is greatest demand and as resources permit.</p> <p>Mobility hubs are already referenced in the BSIP and the hope is to have the first one located at Keele University. More hubs will be explored if the first one is a success.</p>

Organisation/Event	What they told us	Our Response
<p>Let's Talk Walking</p> <p>Sessions held at the following libraries during May 2024:</p> <p>Biddulph, Burntwood, Norton Canes, Cheslyn Hay, Kidsgrove, Rugeley, Brereton, Leek, Burton, Cannock, Lichfield, Newcastle, Stafford, Tamworth, and Perton.</p> <p>Sessions also held at Lichfield and Shobnall Family relaunch events in Summer 2024.</p> <p>Walking audits had previously been carried out by transport charity - Sustrans. These sessions were to</p>	<p>Condition of the footways, including uneven surface, poor maintenance, encroaching vegetation, vehicles parking on pavements, and lack of dropped kerbs.</p> <p>Safety whilst walking, including lack of zebra/signalled crossings on the desire lines, fear of crime when using underpasses, lack of signage, and feeling unsafe on shared spaces for walkers and wheelers.</p> <p>Need more walking and wheeling routes away from busy roads.</p>	<p>The Council understands the issues which prevent people using pavements. It will continue to follow best practice guidance such as Manual for Streets and will shortly publish design guidance to steer developers when installing new infrastructure on the highway.</p> <p>Alongside the LTP, the Council will publish its revised Highway Infrastructure Asset Management Strategy (HIAMP). It recognises that encouraging more people to walk and cycle, requires a high-quality, well-maintained network, and the HIAMP, alongside the Local Cycling and Walking Infrastructure Plan (LCWIP), will help to deliver this. For example, the existing HIAMP already commits to providing dropped kerbs at all identified pedestrian crossing points where re-kerbing or new works are being carried out, and at other crossing points where a particular need has been identified.</p> <p>The revised LCWIP will cover more of the county, meaning that more rural areas will now be included. The LCWIP is being prepared with colleagues from the Public Rights of Way Team to ensure that it maximises opportunities to increase active travel away from busy roads. Although the revised Rights of Way Improvement Plan (RoWIP)</p>

Organisation/Event	What they told us	Our Response
<p>provide qualitative evidence from walkers using these routes. Many key themes can be drawn from this engagement.</p>		<p>will not be published before the LTP, it will set out plans to create a network that is as accessible to as many people as possible, regardless of their physical mobility, disability, ethnicity, age, etc. It will also set out how, in collaboration with partners, the condition of the Rights of Way network is to be improved and how awareness is raised regarding its existence.</p>

Organisation/Event	What they told us	Our Response
Staffordshire County Show, 2024	<p>If the frequency of public bus services was improved, 31% of people might use it more.</p> <p>If the reliability of public bus services was improved, 29% of people might use it more.</p> <p>If the cost of public bus services was cheaper, 20% of people might use it more.</p> <p>If information regarding public bus services was more readily available, 20% of people might use it more.</p> <p>Many people commented that where they lived, there was no bus service within walking distance or where there was, the bus service was infrequent.</p>	<p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It specifically mentions the need to work with Staffordshire's Enhanced Partnership to encourage realistic timetable setting, thereby improving reliability; reintroduce the Young Persons' Travel Card and introduce fare promotions; widen the acceptance of the Knot ticket, roll-out RTP1 displays and deliver an online Staffordshire Journey Planner.</p>

Organisation/Event	What they told us	Our Response
Public Health Staffordshire	<p>Outdoors spaces should be designed to reduce car reliance and encourage active travel to school, employment and other key services.</p> <p>As a concept, 15-minute neighbourhoods and the adoption of an approach like the 'Place Standard tool' is encouraged. The latter tool, developed by the Scottish Government, NHS Health Scotland, and Architecture & Design Scotland, provides a framework to structure conversations about place, allowing people to think about the physical elements and social aspects of a place.</p> <p>Sports England's Active Design Guidance should be followed. It shows how the design of our environments can help people to lead more physically active and healthy lives.</p>	<p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support people with protected characteristics, protect the environment or promote good physical and mental health.</p> <p>15-minute neighbourhoods will not be actively pursued through the LTP. However, it will seek to switch the focus away from facilitating the movement of motor vehicles, to the role of places for leisure, socialising, and health. The Council believe that well planned and designed streets can create high quality places that meet a wide range of goals, including wellbeing and prosperity. The Council will follow best practice, including Staffordshire's new design guidance for developers, LTN1/20 and Manual for Streets.</p>
Better Health Staffordshire Strategic Partnership Group	Lack of public transport, limits access to healthcare services and exercise classes. Social exclusion may also be a symptom of poor public transport.	In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included a costed programme of measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive.

Organisation/Event	What they told us	Our Response
Local Visitor Economy Partnership Board	<p>Staffordshire's Visitor Economy Action Plan (2022-2025) states that there are opportunities to improve internal public transport connectivity. It includes an action to identify opportunities to work with sectors most important to the visitor economy, including transport.</p> <p>The Board recognises the important of promoting more sustainable travel to their destinations by their visitors, staff and suppliers.</p>	<p>The LTP aims to facilitate economic growth by providing access to jobs, goods and services for residents; and access to customers and markets for businesses. This will encompass cross-boundary movements originating from outside Staffordshire for all purposes, including leisure and shopping.</p> <p>A study is being completed by Midlands Connect on Public Transport and the rural Visitor Economy, focusing on Staffordshire Moorlands. The outcome will inform the LTP.</p> <p>The Council will do what it can to facilitate the Partnership's Action Plan. It has offered to work with destinations where evidence supports an intervention and where the destination is willing to include its own resources into achieving the desired outcome.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Development Officers' Group	<p>The Group appreciates that there needs to be greater collaboration between land-use and transport planners to help deliver each other's priorities.</p> <p>The new National Planning Policy Framework states that transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places.</p>	<p>The Council is committed to working with each district and borough council to ensure a vision led approach to both transport and land-use planning. District transport data reports have been produced for each district and borough, and these are available on the Council's website.</p> <p>The Council will continue to work with district and borough councils to understand and mitigate the impact of their Local Plans on the local road network. The Council is a statutory consultee on Local Plans and has a duty to work with district and borough councils on their development.</p> <p>The LTP will seek to switch the focus away from facilitating the movement of motor vehicles, to the role of places for leisure, socialising, and health. The Council believe that well planned and designed streets can create high quality places that meet a wide range of goals, including wellbeing, sustainability and economic prosperity. The Council will follow best practice, including the new design guidance for developers, LTN1/20 and Manual for Streets.</p>

Organisation/Event	What they told us	Our Response
<p>Keele University (Behavioural science experts)</p>	<p>Transport behaviours are ingrained and difficult to shift, and this is exacerbated by the fact that there are very few, if any, real convenient alternatives to the car in Staffordshire.</p> <p>Focus should be on changing the behaviour of certain cohorts within the community, including:</p> <ul style="list-style-type: none"> • Community influencers e.g. football teams, business leaders, politicians and celebrities. • Households with a disposable income as they can afford electric vehicles (cars and/or bicycles) and push bicycles. • Households where time is less critical, making travel by sustainable modes more likely. • People who want to keep fit may be encouraged to take some journeys by active travel modes. • People who want to reduce their carbon footprint may be encouraged to take some journeys using more sustainable travel options. <p>The University is happy to act as our critical friend in preparing the LTP and in its implementation.</p>	<p>The LTP will be what is right for Staffordshire. The Council recognises that changing people's travel behaviour especially in the short-term when few convenient alternatives exist, will be challenging.</p> <p>Behaviour change will feature heavily in the LTP, along with the wider benefits that active travel can bring in terms of individual health and the environment. The LTP will ask Government for revenue resources to support the delivery of a behaviour change strategy.</p> <p>The Council will continue to liaise with Keele University, especially in relation to behaviour change.</p>

Organisation/Event	What they told us	Our Response
Sustrans	<p>Sustrans wants to see a society where the way people and goods travel creates healthier places and happier lives for everyone. Its mission is to make it easier for everyone to walk and cycle.</p> <p>It wants the places we live, work and enjoy, planned around people, not cars; and it wants to see a reduction in the traffic in our neighbourhoods, resulting in flourishing communities and thriving businesses.</p>	<p>The Council has a long and productive relationship with Sustrans; some of their staff sit within the Connectivity Strategy Team.</p> <p>The emerging LTP will contain five design principles that have been derived from the Integrated Sustainability Appraisal (ISA). The principles will ensure all LTP schemes add value and contribute to social good. The principles include contribute to creating vibrant places; promote active and public travel and reduce the reliance on private motor vehicles; and improve health, wellbeing, and community cohesion.</p> <p>Sustrans officers are playing a crucial role in updating our Local Cycling and Walking Infrastructure Plan (LCWIP), which will sit alongside the new LTP. The revised LCWIP will cover more of the county than the previous one and will align with Active Travel England's guidance, LTN1/20, Manual for Streets, and considers best practice.</p>

Organisation/Event	What they told us	Our Response
National Highways	<p>In 2023, National Highways published Route Strategy Reports for South Midlands, North and East Midlands, and London to Scotland West (south) that include sections of the strategic road network that run through Staffordshire. The reports define the current issues on the strategic road network in terms of safety and congestion. National Highways will use this evidence to support their forward programme of improvements planned for the next funding period.</p> <p>National Highways is committed to working with the Council to ensure that required improvements to Staffordshire's strategic road network are prioritised for future funding, in line with the LTP.</p>	<p>The emerging LTP will include a chapter on safe, well maintained and managed highways. It will state that the Council will continue to work with National Highways to ensure that long distance journeys take place on the strategic road network, and any incidents on this network have minimal impact on the local road network. The Council supports improvements to the strategic road network in line with the LTP.</p> <p>The Council views National Highways as a key stakeholder in the delivery of the LTP. The approved final LTP will be available to support National Highways business cases, as required.</p>

Organisation/Event	What they told us	Our Response
Network Rail	<p>When published, sometime during 2025, Network Rail's Stoke-on-Trent and Staffordshire Strategic Advice document will set out the proposed enhancements to the region's rail network. It will draw on findings from previous work as well as detailed input from industry partners and stakeholders. It will assess the optimum way to utilise future network capacity and determine where infrastructure investment is needed to meet the future demands of both passenger and freight services.</p>	<p>The emerging LTP will contain five design principles that have been derived from the Integrated Sustainability Appraisal (ISA). The principles will ensure all LTP schemes add value, contribute to social good. One of the principles is to promote active and public travel and reduce the reliance on private motor vehicles. Public transport, such as rail services, will be ranked as second in the LTP's sustainable transport hierarchy. Rail services are more sustainable than single occupancy private motor vehicles (except motorbikes); they help reduce traffic, improve air quality and free-up road space for other modes. Expanding the availability and strengthening the offer of rail services is vital to achieving the LTP's vision.</p> <p>The Council's rail priorities are to ensure that improved capacity and services are provided on the West Coast Mainline and on the Birmingham to Derby Line. This will ensure that an integrated transport system is delivered that provides Staffordshire with strong local rail services, high-speed rail services connecting to London and freight capacity linking to the rail freight interchange, which is currently under construction.</p>

Organisation/Event	What they told us	Our Response
		<p>The Council recognises that Staffordshire has many challenges to overcome if it is to increase the availability of both passenger and freight services. HS2 would have gone some way to alleviating some of these, meaning that it is now crucial that we work with Network Rail (and wider partners) to ensure that Staffordshire's needs are not overlooked when allocating services.</p>

Organisation/Event	What they told us	Our Response
West Midlands Rail Executive (WMRE)	<p>WMRE aims to maximise the potential benefits of the West Midlands rail network for local passengers, stakeholders and businesses in a way that supports the region's economy, communities and environment. Its priorities include contributing to net zero, delivering Midlands Rail Hub, developing high growth corridors, maximising access to the rail network, and supporting the movement of goods by rail.</p> <p>It is promoting the Midlands Rail Hub, which is the region's biggest and most ambitious rail improvement scheme that will see faster, better and more frequent connections across the Midlands, including 2 additional trains per hour on the Cross City Line between Birmingham and Lichfield Trent Valley.</p> <p>WMRE is working with partner authorities as proposals for new stations and further new or re-opened routes are identified and developed.</p> <p>WMRE is undertaking two studies that will inform rail infrastructure requirements in the county. They include the potential reinstatement of rail services at Barlaston and/or Wedgwood, which if reinstated could see 2 trains per hour; and the potential re-opening of the Lichfield to Burton line.</p>	<p>Public transport, such as rail services, are ranked as second in the emerging LTP's road user hierarchy. Rail services are less polluting than single occupancy private motor vehicles (except motorbikes); they help reduce traffic, improve air quality and free-up road space for other modes. Rail services are more sustainable than single occupancy private motor vehicles (except motorbikes); they help reduce traffic, improve air quality and free-up road space for other modes. Expanding the availability and strengthening the offer of rail services is vital to achieving the LTP's vision.</p> <p>The Council considers that the future role of WMRE as part of the Rail Reforms is essential to ensure that the Council has a voice in strategic collaborations to ensure the needs of Staffordshire are recognised.</p> <p>The Council supports any improvements to the county's rail services and will support the WMRE in undertaking its studies to assess the feasibility of reinstating stations and lines within the county.</p>

Organisation/Event	What they told us	Our Response
	<p>WMRE is engaging with the Council on the implications of the Passenger Railway Services (Public Ownership) Bill and the Railways Bill, to understand Great British Railways Transition Team's emerging Partnership Framework and the future role of WMRE.</p>	

Organisation/Event	What they told us	Our Response
Stoke-on-Trent City Council	A Joint Strategic Transport Statement was agreed by Stoke-on-Trent City Council's Cabinet on 25 th February 2025. It commits to the shared intent of Stoke-on-Trent City Council and Staffordshire County Council to address strategic transport challenges that will unlock sustainable economic growth, improve access to jobs, contribute to decarbonisation, improve public health and enhance the quality of life for residents.	A Joint Strategic Transport Statement as agreed by Staffordshire County Council's Cabinet on 19 th February 2025. It commits to the shared intent of Stoke-on-Trent City Council and Staffordshire County Council to address strategic transport challenges that will unlock economic growth, improve access to jobs, improve public health and enhance the quality of life for residents.

Organisation/Event	What they told us	Our Response
<p>North Staffs Community Rail Partnership (NSCRP)</p>	<p>NSCRP works with the community to promote the Crewe – Stoke – Derby Line and stations between Stoke and Penkridge. It aims to bring together local groups and partners at its stations to work with industry and deliver a range of community engagement and promotional activities. NSCRP promotes understanding of the importance of local railways, in terms of improving mobility and sustainable travel, community cohesion and wellbeing, and social and economic development.</p> <p>NSCRP specifically want to see access improved between Kidsgrove Rail Station and the Trent and Mersey Canal.</p>	<p>Rail services are cleaner than single occupancy private motor vehicles (except motorbikes); they help reduce traffic, improve air quality and free-up road space for other modes. Expanding the availability and strengthening the offer of rail services is vital to achieving the LTP's vision.</p> <p>The Council recognises that community rail partnerships make a positive contribution to the economic, social, and environmental vitality of local areas.</p> <p>The Canal and Rivers' Trust has been contacted and is now looking at what they can do to improve access. The Kidsgrove Town Deal also has plans to make improvements at the rail station.</p>

Organisation/Event	What they told us	Our Response
Electric Vehicle online survey	<ul style="list-style-type: none"> • Over half (52%) of respondents already own/use an electric vehicle. • Almost one-fifth (18%) of respondents intend to own/use an electric vehicle. • Almost one-third (30%) of respondents did not intend to own/use an electric vehicle. <p>Many respondents, even those that own/use an electric vehicle, have concerns. Less than one-third of respondents who own/use an electric vehicle said that they were satisfied with the current availability of charging stations in their area and two-thirds (69%) were dissatisfied.</p> <p>Many respondents remain unconvinced when it comes to getting an electric vehicle. Specific concerns include:</p> <ul style="list-style-type: none"> • Battery range. • Accessibility of charging points whilst 'on the go'. • Demand on the electricity grid. • Accessibility of charging points for those without a driveway or with communal parking. • Cost of charging. • Long charging times. • Slow vehicle speeds. • High price points for new electric vehicles. • Running costs, excluding charging. 	<p>Alongside the LTP, the Council will publish a Public Electric Vehicle Charging Strategy. It seeks to coordinate the creation of a network of charging points across the county that will give residents and visitors the confidence to use electric vehicles. It will define the role of the Council, district and borough councils, and the distribution network operator, and will use demand analysis to identify where and which charging points are needed.</p> <p>The Council is currently:</p> <ul style="list-style-type: none"> • Considering reviewing its procurement contracts to set minimum standards for emission rates for vehicles used by its suppliers. • Reviewing its property assets to identify potential locations for staff, visitor and public charging points. <p>The Council will be procuring electric charging infrastructure at approximately 40 off street charging locations across the county.</p>

Organisation/Event	What they told us	Our Response
	<ul style="list-style-type: none">• Limited availability of second-hand electric vehicles.• Environmental credentials of electric vehicles.	

Organisation/Event	What they told us	Our Response
Primary Schools	<p>Issues include:</p> <ul style="list-style-type: none"> • Cars parking on zig-zags, outside of the school gate. • Cars parking on the pavement, blocking footpaths, on the approaches to schools. • Parked cars blocking neighbours' driveways. • Risk to pupil safety due to dangerous manoeuvres of cars near schools. • Vehicles using school grounds to park/turn around in. • Speeding vehicles. • Complaints from people walking/cycling to school regarding poor pavement conditions, inadequate lighting, encroaching vegetation, and dog mess. 	<p>The LTP will include a School Streets project. A School Street is a road near a school that temporarily closes to motor traffic at the start and end of the school day. The goal is to reduce traffic, pollution, and congestion, and to encourage more active travel. The Council will look at introducing School Streets in phases, with the initial pilot of 2-3 schools, starting in January 2025. Alongside this, there will be intensive support through engagement before implementation of the School Street, likely to be in September 2025.</p> <p>The LTP will include existing measures that support school children (and their parents), walk or cycle to school. These include Bikeability, Cycle to School Week, and STARS (Sustainable Travel: Active, Responsible, Safe).</p>

Organisation/Event	What they told us	Our Response
County Councillors' Divisional Highway Programme (DHP)	<p>The Divisional Highway Programme is a local member initiative that helps to fund highway and transport schemes prioritised by County Councillors, such as speeding, congestion issues, HGV routing, etc.</p> <p>Each County Councillor is allocated £7,000 to give them the opportunity to directly input into delivery programmes. County Councillors work closely with Community Infrastructure Liaison Managers and Parish Councils to ensure local concerns and challenges are identified and priorities are established, considering financial constraints.</p>	<p>County Councillors have been involved in the LTP engagement process. They were invited to take part in an LTP Workshop and have been informed about the Let's Talk Staffordshire webpage.</p> <p>Ongoing engagement will take place with Councillors to ensure future requests for highway improvements focus on contributing to the objectives of the emerging LTP.</p>

Organisation/Event	What they told us	Our Response
Biddulph Town Council	Biddulph Town Council is seeking partial pedestrianisation of the town centre and have initial designs prepared. The Town Council believes this project will enhance the public realm, improve accessibility, help the economic vitality of the town and enhance the environment.	<p>Improving the county's town centres and high streets is one of the outcomes that the Council wants to see delivered as part of the LTP's objective to create safe, well maintained, local roads and footways, which encourage active travel and use the public realm, generating a sense of place and healthy communities.</p> <p>The LTP will set out how well-designed public realms support the transport network, builds the identity of a place, enhances community assets and supports growth in the local economy.</p>

Organisation/Event	What they told us	Our Response
Avanti West Coast	<p>Avanti West Coast is keen to work with the Council to deliver the emerging LTP's vision. Their specific areas of interest were:</p> <ul style="list-style-type: none"> • Delivery of Stafford Rail Station Gateway and improved connectivity to Stafford rail station. • First/last mile access from/to stations. • Parking and access at Tamworth station (not an AWC station but will have more trains using the station). <p>Avanti West Coast say it is vital that no station loses out due to the cancellation of HS2; and stations in the south such as Lichfield and Tamworth could benefit from better connections to HS2.</p>	<p>The Council proposes to include a road user hierarchy in the emerging LTP, whereby the needs of walkers and cyclists will be given priority over people using public transport; and the needs of public transport users will be given priority over car drivers.</p> <p>The Council already will support improvements to the county's rail stations and will work with partners to improve rail services for Staffordshire residents.</p> <p>The Council is pragmatic; rail infrastructure can be hugely expensive, making it difficult to identify investment that is both value for money and affordable within a local transport context. Securing agreement with Train Operating Companies and Franchising Bodies to change services can require negotiation for ongoing funding; the county's rail network is already congested, and making local service changes can often have consequences outside of the county, over which the Council can have very little control.</p>

Organisation/Event	What they told us	Our Response
Stafford Borough Council	<p>Transport mitigation required to deliver future housing growth requirements.</p> <p>Support for sustainable transport as part of the Stafford town centre regeneration plans.</p>	<p>To achieve the LTP's vision, it will be essential for local planning and highway planners to work in tandem to ensure that developments embed sustainable access from the outset. Part of this is to ensure that developers meet the cost of their development on the highway and that they support the LTP's vision. Developer contributions will be sought to mitigate the impact of all future commercial and residential development.</p> <p>The planning of new developments, and transport planning more generally, should aim to:</p> <ul style="list-style-type: none"> • Reduce the need to travel - people make fewer and shorter trips. • Encourage modal shift: walking, cycling and public transport are the preferred and most convenient forms of transport. <p>Local transport is an important part of the public realm. The LTP will set out how a well-designed public realm supports the transport network, builds the identity of a place, enhances the station as a community asset and supports growth in the local economy. The Council supports active and public travel access to Stafford town centre.</p>

Organisation/Event	What they told us	Our Response
Tamworth Borough Council	<p>Broadmeadow walk/cycle Viaduct is a proposed new connection between the northern fringe of the Dunstall Lane development, an improved connection to Oxbridge Way north of the river anker and a strategic waymarking link to the existing network.</p> <p>Wilnecote Rail Station improvements, such as step free access on to the south bound platform and reviewing the ramped access to the north bound platform.</p> <p>Bolebridge gyratory modifications will deliver efficient and direct vehicular movements and desirable pedestrian routes.</p> <p>Electric buses being introduced into the Borough.</p> <p>Corporation Street improvements, involving removing some existing car parking spaces to provide a new dedicated bus/taxi waiting area. Remaining car parking spaces could be dedicated to the needs of particular users, such as disabled or parent and child parking.</p> <p>Better bus/rail station integration.</p>	<p>A business case is being completed for the Broadmeadow Viaduct scheme, which aims to improve physical health and offer an improved leisure facility. Funding has been secured for the completion of feasibility work, and if considered value for money, the scheme will be included in the LTP and delivered as resources permit.</p> <p>Whilst the Council would like to see step free access at Wilnecote rail station, it is aware that there are both land and financial constraints that prevent this project being delivered.</p> <p>The Council is aware of the aspirations to modify Bolebridge gyratory. This scheme requires further investigation to establish its feasibility. It is included in the long list of LTP schemes and will need to be assessed against all other schemes on this list.</p> <p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It seeks to improve integration between public transport services such as bus and rail.</p>

Organisation/Event	What they told us	Our Response
		<p>In relation to electric buses, funding has been secured to deliver electric buses on Arriva's service 110, which runs from Tamworth to Birmingham.</p> <p>Improvements to Corporation Street will be considered in the LTP and delivered as resources permit.</p>

Organisation/Event	What they told us	Our Response
Cannock Chase Council	<p>Transport mitigation required to deliver future housing growth requirements.</p> <p>Walking and cycling enhanced connectivity in Cannock town centre between LUF1 project, the bus station and the leisure centre.</p> <p>Improve the parking offer on Cannock Chase Country Park.</p> <p>Bus shelter and information provision upgrade programme.</p> <p>Cannock rail station improvements, including wider platforms, improved platform access, waiting area and cycle parking.</p> <p>Expand public EV charging network.</p> <p>Safer routes to school and School Streets.</p> <p>Consider all modes of transport as many journeys will still rely on the car.</p> <p>Consider role of taxis, particularly where there is no access to a bus service.</p>	<p>To achieve the LTP's vision, it will be essential for local planning and highway planners to work in tandem to ensure that developments embed active and public travel access from the outset. Part of this is to ensure that developers meet the cost of their development on the highway and that they support the LTP's vision. Developer contributions will be sought to mitigate the impact of all future commercial and residential development.</p> <p>With regards to walking and cycling to Cannock town centre between the LUF1 project, the bus station and the leisure centre, the Council will consider potential improvements along this route within the new LCWIP and deliver them as resources permit.</p> <p>The Council, the District Council, West Midlands Rail Executive and National Rail, have produced a strategic outline business case in November 2020 for the redevelopment of Cannock Station. The study is on hold, pending further work by Network Rail. WMRE and the Council are interested in progressing this further, due to a rise in footfall at the station since COVID.</p>

Organisation/Event	What they told us	Our Response
		<p>The draft Cannock Chase National Landscape an Area of Outstanding Natural Beauty AONB Management Plan (2025-2030) recognises the damage caused by visitors accessing the area by car and it seeks to promote and encourage the use of active and public alternative means of transport by visitors to the Chase. The SAC Partnership Team has proposals to close 51 of the 124 car parks in the most sensitive areas to reduce the pressure and allow habitats and wildlife to recover. The Council supports these proposals and is part of the SAC Partnership.</p> <p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It includes costed programmes to enhance bus stop infrastructure, including shelters and information. Delivery will be progressed using LUF and BSIP funding.</p> <p>The BSIP also includes a vision for:</p> <ul style="list-style-type: none"> • The widespread use of a single, fully integrated, and intuitive digital ticket, which can be used across all modes, including taxis.

Organisation/Event	What they told us	Our Response
		<ul style="list-style-type: none"> • The potential use of taxi-buses in areas where it is likely that passenger numbers will be low. <p>The emerging LTP will recognise that taxis play a vital role in the transport sector, providing flexible, convenient, and essential transport for many people, especially in areas where there is little or no public transport or for people who have mobility issues.</p> <p>Alongside the LTP, the Council will publish a Public Electric Vehicle Charging Strategy. It seeks to coordinate the creation of a network of charging points across the county that will give residents and visitors the confidence to use electric vehicles. It will define the role of the Council, district and borough councils, and the distribution network operator. It will use demand analysis to identify where locations and the type of provision.</p> <p>Across the county, the Council will soon procure electric vehicle charging infrastructure at approximately 40 off street locations.</p> <p>Safer Routes to School will remain a key initiative to reduce the risk of road traffic collisions, involving vulnerable road users and will be</p>

Organisation/Event	What they told us	Our Response
		<p>outlined in the emerging LTP. The LTP will include a School Streets project. The Council will look at introducing School Street in phases, with the initial pilot of 2-3 schools starting in January 2025. Alongside this there will be intensive support through engagement before implementation of the School Street, likely to be in September 2025 and the schools selected will be confirmed in due course.</p> <p>The Council recognises that the car will still be the main mode of transport for many of its residents and that is why it is introducing its Capability to Achieve Suitable Transport (CAST) approach. It will apply different measures and messages, depending on place, people and time. For example, electric vehicles and home working might be a better option for people living in rural areas where convenient public transport alternatives may never be introduced.</p>

Organisation/Event	What they told us	Our Response
Newcastle Borough Council	<p>Transport mitigation required to deliver future housing growth requirements.</p> <p>Deliver improvements to Kidsgrove rail station, such as a new expanded station car park including electric charging points and a new station building.</p> <p>Improve the public realm and access to Kidsgrove town centre.</p> <p>Deliver accessibility improvements to Newcastle town centre.</p>	<p>In preparing the LTP and Local Plans, the Council's transport planners will work with land use planners to enable more efficient and healthy forms of transport. The councils are working in partnership to deliver a proposed package of transport measures to mitigate the impact of development allocation in the emerging Local Plan. This includes highway capacity improvements on the A34 at Talke, a new link road between the A525 and A53, providing access and active and public transport provision for strategic development proposals at Keele University and walking and cycling connectivity within the town centre, linking key development sites at Ryecroft and The Midway.</p> <p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included a costed programme of measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It included projects to:</p> <ul style="list-style-type: none"> • Improve walking routes and bus stops in the vicinity of Kidsgrove rail station. • Introduce RTPI and a bus information totem at Newcastle bus station.

Organisation/Event	What they told us	Our Response
		<ul style="list-style-type: none"> • Enhance bus services in Newcastle and surrounding areas. • In partnership with Stoke City Council, deliver virtual bus priority on certain bus routes. • Improve walking and wheeling routes to bus stops in Kidsgrove in line with the Local Cycling and Walking Infrastructure Plan (LCWIP). • Install a bus information totem in Kidsgrove town centre. <p>Potential options are being considered to improve the public realm and accessibility in Kidsgrove town centre, including Heathcote Street, Market Street and King Street.</p> <p>The Council supports investment in Kidsgrove rail station. Proposals will be included in the LTP, and the council will contribute towards delivery, as resources permit.</p>

Organisation/Event	What they told us	Our Response
Household Travel Survey	<p>15% of respondent's day-to-day lives are limited due to a health problem or disability.</p> <p>27% of people with a health problem or disability said that it did or sometimes prevents them from walking, and 29% from cycling.</p> <p>25% of respondents could be persuaded to increase the amount they walk and 13% to increase the amount they cycle as a way to improve their health and wellbeing.</p> <p>45% of respondents could be persuaded to take a leisure walk more often and 22% a leisure cycle ride.</p> <p>22% of respondents could be persuaded to reduce their car/ van use a bit less due to concerns about climate change; 6% a lot less; 1% stop entirely; 45% said it would make no difference; and 17% had already changed their travel routine.</p> <p>Tackling climate change would make no difference to 25% of respondents as they saw car/ van use as too convenient; 15% needed to drive a car/ van as part of their job; 49% said they weren't any alternative forms of transport available; 14% were unable to use other forms of transport; and 14%</p>	<p>Behaviour change will be the golden thread running through the emerging LTP and the Council will adopt a Deter-Switch-Improve and COM-B approach to encourage people to become less dependent on their private motor cars.</p> <p>At the same time for modal shift to occur, the Council needs to convince residents and businesses to use ICE motor vehicles less and when travel is required, to choose more active and public travel options. Alternatives need to be as, if not more, convenient as the car; and if this is to happen, there needs to be significant and on-going investment into the county's transport network. In the absence of this, getting people out of their cars will be difficult, regardless of the sophistication of the Council's behavioural change interventions.</p> <p>The Council also recognises that for some people, the car will always remain their main mode of transport either because alternatives do not exist or because of their personal circumstances.</p> <p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the</p>

Organisation/Event	What they told us	Our Response
	<p>said there was no point as other people would not reduce their car use or because of emissions from other sources, including international travel.</p>	<p>challenges and mitigation measures needed to support Staffordshire's economy, environment and individuals with protected characteristics, such as people with disabilities.</p>

Organisation/Event	What they told us	Our Response
<p>Healthwatch Staffordshire, Deep Dive Report into Seldom Heard People</p>	<p>47% of respondents cited 'poor public transport and being reliant on others to take them' as a barrier when accessing health and social care.</p> <p>'Improved public transport' was a key finding of the report.</p>	<p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It specifically mentions the requirements for all users, including those with protected characteristics.</p> <p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support people with protected characteristics.</p>

Organisation/Event	What they told us	Our Response
Annual Highway Public Satisfaction Survey	<p>63% of respondents said that they were satisfied with the level of accessibility in the county. This score is based on factors including, access to a car and local services, and people with disabilities.</p> <p>44% of respondents said that they were satisfied with public transport in the county. This score is based on factors including, frequency, reliability, quantity, ease of accessing on and off, fares and waiting facilities.</p> <p>48% of respondents said that they were satisfied with overall local bus services in the county.</p> <p>47% of respondents said that they were satisfied with walking and cycling in the county. This score is based on factors including, condition and provision of footways and cycleways; use of dropped curbs; safe crossing points; and signage</p> <p>37% of respondents said that they were satisfied with tackling congestion in the county. This score is based on factors including, traffic levels, management of roadworks, traffic management, and traffic pollution.</p> <p>48% of respondents said that they were satisfied with road safety tackling in the county. This score is</p>	<p>The LTP will seek to improve levels of satisfaction across all these elements.</p> <p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive.</p> <p>Working alongside Sustrans, we are updating our Local Cycling and Walking Infrastructure Plan (LCWIP) to ensure that it aligns with Active Travel England's guidance, LTN1/20, and considers best practice. As part of the revised LCWIP, we are also expanding the area that it covers to ensure it better reflects Staffordshire's rurality.</p> <p>Alongside the LTP, the Council will write a Traffic and Network Plan. It will ensure the statutory duties outlined in the New Roads and Street Works Act (NRSWA) 1991 and the Traffic Management Act (TMA) 2004 are observed. It will set out a long-term plan and a commitment to</p>

Organisation/Event	What they told us	Our Response
	<p>based on factors including, road safety education, speed limits, speed controls, safety of walkers and cyclists, etc.</p> <p>36% of respondents said that they were satisfied with highway maintenance in the county. This score is based on factors including, street lighting, highway enforcement/obstructions, condition of road surfaces, etc.</p>	<p>improve the management of road works and the expeditious movement of traffic.</p> <p>Alongside the LTP, the Council will publish its revised Highway Infrastructure Asset Management Strategy (HIAMP). It identifies the optimal allocation of resources for the management, operation, preservation and enhancement of highway infrastructure that meets the needs of businesses and all stakeholders using the network.</p>

Organisation/Event	What they told us	Our Response
<p>INTO Walking & Cycling, Newcastle-under-Lyme</p> <p>(3-year pilot project will provide a pathway for socially prescribed physical activity through walking and cycling until August 2026)</p>	<p>To date there have been over 2,200 attendees at INTO activities. 60% of users of the INTO project have been referred by a social prescriber, such as a doctor. They have been referred to:</p> <ul style="list-style-type: none"> • Tackle poor mental health and social exclusion. • Build self-esteem in order to find employment. <p>Issues that have prevented people from walking or cycling include:</p> <ul style="list-style-type: none"> • Poor mental health • Poor physical health or a long-term health condition. 	<p>The Council understands the economic, social and environmental benefits of active travel. When funding becomes available, projects such as INTO, will be extended/created.</p> <p>As part of the LTP, the Council will publish a revised Cycling and Walking Infrastructure Plan (LCWIP). It aims to make walking, cycling, and wheeling safer, more accessible, and more enjoyable for people, thereby encouraging more journeys to be made by these modes.</p>

Organisation/Event	What they told us	Our Response
Green Matters in South-East Stafford (G-MISS)	<p>G-MISS recognise that climate disruption and the destruction of nature are the biggest dangers facing the planet. It wants to do all it can to address these dangers.</p> <p>It wants to see:</p> <ul style="list-style-type: none"> • Overview of the 'County' cycling strategy and understand what this means for Stafford. • What has been delivered since the 2019 cycle audit of Stafford. • Local issues related to incomplete cycle routes – Wildwood, Weeping Cross, Baswich, Hillcroft Park, Walton on the Hill. • Cycle routes into town. • Safety concerns related to incomplete cycle routes. • Secure bike storage within Stafford. 	<p>Since 2019, the Council has delivered improvements for cyclists within Stafford, in line with the schemes published in the existing Cycling and Walking Infrastructure Plan (LCWIP), including Chell Road and South Walls Castle Street/Railway Street.</p> <p>Currently the Council is delivering further improvements, including along the A34 Lichfield Road, as part of the Council's successful Levelling up Fund award.</p> <p>Alongside the new LTP, the Council will also publish its revised LCWIP. It aims to make walking, cycling, and wheeling safer, more accessible, and more enjoyable for people, thereby encouraging more journeys to be made by these modes. A project pipeline of further improvements is being developed as part of this and will be delivered as resources permit.</p>

Organisation/Event	What they told us	Our Response
Staffordshire Air Quality Forum	<p>The 8 Air Quality Management Areas (AQMA) have been declared due to exceedances in pollution from road transport. They are:</p> <ol style="list-style-type: none"> 1. Cannock, A5, Watling Street between Churchbridge Traffic Islands and the district's boundary with Walsall. 2. East Staffordshire, Burton-Upon-Trent along Derby Road, Derby Street, part of Princess Way Roundabout, Horninglow Street, Horninglow Road, Bridge Street, Wellington Street, part of Borough Rd, part of Wellington Street roundabout, part of Waterloo Street, and part of Byrkley Street. 3. Lichfield, A5, Muckley Corner Roundabout. 4. Lichfield, A38, Streethay to Alrewas. 5. Newcastle, Newcastle-under-Lyme Town, including the ring road A53, King Street, George Street and London Road to the boundary with the City of Stoke on Trent AQMA. 6. Newcastle, Maybank, Wolstanton and Porthill. 7. Staffordshire Moorlands, Cellarhead Crossroads, A52/A520 junction. 8. Staffordshire Moorlands, the area encompasses the main travel routes through leek. 	<p>The Council is an active partner in the Staffordshire Air Quality Forum and will work with partners in resolving the county's AQMA.</p> <p>All LTP funded IT schemes must meet its five design principles, which includes promoting active and public travel and reducing the reliance on private motor vehicles.</p> <p>The emerging LTP will seek to get people and businesses to travel less and when they do need to travel, they use less polluting modes of travel. Detailed information regarding how it intends to do this, will be set out in the BSIP, LCWIP, and EV Infrastructure Plan.</p> <p>The Council recognises that some of the AQMA lie next to the strategic road network and therefore, working with National Highways to revoke the AQMA designation will be necessary.</p>

Organisation/Event	What they told us	Our Response
2024/25 Report It	<p>Staffordshire County Council's online 'Report It' process enables Staffordshire residents and businesses to contact the highways team about problems that they have experienced on the highway. In 2024, issues were logged related to:</p> <ul style="list-style-type: none"> • Damaged road or pavements • Flooding and drainage • Roadworks, signals, signs and lines • Lighting • Grass, trees, weeds and hedges • Things blocking the road • Structures and street furniture • Other issues 	<p>The Council will continue to respond to issues reported by residents and businesses in line with the HIAMP and as resources permit. Improvements will be prioritised in line with the objectives of the LTP.</p>

Organisation/Event	What they told us	Our Response
<p>Guide Dogs for the Blind</p>	<p>People who are partially sighted or blind face several transport issues, including:</p> <ul style="list-style-type: none"> • Quiet vehicles: Electric and hybrid vehicles can be difficult for people with sight loss to hear. • Audio announcements: Many buses in the county lack audio next stop announcements, which can make it difficult for people with sight loss to know when to alight. • Shared surfaces: Shared surface streets, where the road and pavement are at the same level, can be dangerous for people with vision impairments. • Tactile paving: Not all pavements have tactile or even dropped kerbs where they meet roads. • Bus stops: Some bus stop designs can be difficult for people with vision impairments. <p>Happy to act as our critical friend in preparing the LTP and in its implementation.</p>	<p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support people with protected characteristics, such as people with visual impairments.</p> <p>The age profile of Staffordshire's bus fleet means that very few buses currently have audio-visual announcements, hampering passengers who are unfamiliar with the route or are visually impaired.</p> <p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It sets out plans on how the Council, along with bus operators and wider partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It has a long-term vision for all buses operating in the county to have a high-quality on-board environment, with information screens, audio stop announcements, hearing loops, CCTV, Wi-Fi, etc. RTPI and audio announcements could also be introduced at well used bus stops and bus stations.</p>

Organisation/Event	What they told us	Our Response
		<p>Alongside the LTP, the Council will publish its revised Highway Infrastructure Asset Management Strategy (HIAMP). Before being agreed, the HIAMP will need to go through a Community Impact Assessment, which seeks to minimise the impact of the Plan on cohorts within the community (e.g. visually impaired) and the community as a whole.</p>

Organisation/Event	What they told us	Our Response
<p>Youth Transport Survey (13 to 19 year olds)</p>	<p>What would make you travel independently more often?</p> <ul style="list-style-type: none"> • 65% said improved bus connectivity. • 56% said cheaper transport. • 47% said improved/safer walking and cycling routes. <p>Which of the following factors influence your decisions regarding your choice of transport?</p> <ul style="list-style-type: none"> • 60% said it's the easiest. • 60% said it's the quickest. • 42% said it's the safest. • 28% said it's the cheapest. • 19% said due to doing multiple trips. <p>What transport barriers do you face when physically accessing Family/Youth Services?</p> <ul style="list-style-type: none"> • 50% said public transport limitations. • 23% said they experienced no issues accessing services or it was not applicable. • 10% said distance. • 10% said safety. 	<p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It includes the aim to re-introduce and expand the Young Persons' Bus Pass, and the new or enhanced bus routes that will be introduced over the first 5 years of the BSIP.</p> <p>Working alongside Sustrans, the Council is updating its Local Cycling and Walking Infrastructure Plan (LCWIP) to ensure that Staffordshire's walking and cycling routes are improved, making active travel more attractive to more people.</p> <p>Alongside the LTP, an Integrated Sustainability Assessment is being produced. It examines the challenges and mitigation measures needed to support people with protected characteristics, such as the young.</p>

Organisation/Event	What they told us	Our Response

Organisation/Event	What they told us	Our Response
Railfuture	<p>Reopen the Lichfield to Burton rail line for passengers and in the long-term, electrify it as an extension of the Cross City line.</p> <p>If significant housing building took place in Lichfield, a new station would be required.</p> <p>New station to serve Alrewas/National Memorial Arboretum.</p> <p>Expand car parking at Tamworth station.</p> <p>Reopen the Stoke to Leek line.</p> <p>General connectivity issues in part caused by timetable changes with gaps in services, planning for HS2 timetables leading to uncertainty.</p>	<p>The Council recognises that rail plays a vital role, especially for longer distance travel. The role of rail will be highlighted in the LTP and the Council will continue to work with all rail operators and stakeholder groups.</p> <p>WMRE will be undertaking a feasibility study in the near future regarding reopening the Lichfield to Burton rail line. This study will include an option for a new station at Alrewas/National Memorial Arboretum.</p> <p>The Council and West Midlands Railway have had initial discussions regarding the potential use of the north side of Tamworth station as a car park. The proposal will be considered in the LTP as part of a wider scheme to evaluate access to and around Tamworth Station, as resources permit.</p> <p>The Council is not currently looking at the reopening of the Stoke to Leek rail line because this project has not been taken further by central government as part of the 'restoring your railways' initiative.</p> <p>The Council will work with rail operators and West Midlands Rail Executive to ensure that Staffordshire has a rail network that is suitable for</p>

Organisation/Event	What they told us	Our Response
		<p>its residents and businesses and meets their needs.</p>

Organisation/Event	What they told us	Our Response
<p>West Midlands Railway</p> <p>(Bilbrook, Cannock, Codsall, Hednesford, Landywood, Lichfield City, Lichfield Trent Valley, Penkridge, Rugeley Town, Rugeley Trent Valley, Shenstone, Stone, Tamworth, Wilnecote)</p>	<p>Safety on trains and at stations is important. Improved CCTV is planned at certain stations e.g. Rugeley Trent Valley.</p> <p>Revenue protection also needs improving and gate access to/from platforms is being considered at Lichfield City and Stafford.</p> <p>Walking and cycling access to station is important e.g. Penkridge rail station.</p> <p>Looking at disability access at and around Tamworth rail station to determine if improvements are needed.</p>	<p>The Council recognises that rail plays a vital role, especially for longer distance travel. The role of rail will be highlighted in the LTP and the Council will continue to work with West Midlands Railway to encourage rail use for all.</p> <p>In relation to the residential site north of Penkridge, the Council is requesting improved walking and cycling links via developer funding. It would also like to see improved cycle parking facilities when relevant funding opportunities become available.</p> <p>The Council and West Midlands Railway have had initial discussions regarding the potential use of the north side of Tamworth station as a car park. The proposal will be considered in the LTP as part of a wider scheme to evaluate access to and around Tamworth Station, as resources permit. Accessibility improvement at the station will also be supported, as necessary.</p>

Organisation/Event	What they told us	Our Response
<p>East Midlands Railway</p> <p>(Blythe Bridge, Burton on Trent, Kidsgrove and Uttoxeter)</p>	<p>East Midlands Railway is developing visions for each of its stations, setting out the interventions it would like to see. The stations on the North Staffs line (Kidsgrove, Blythe Bridge and Uttoxeter) are likely to be included in their Masterplan by July 2027, and Burton by November 2028.</p> <p>East Midlands Railway want to improve access for people travelling to their stations on foot and bicycle. However, it does not want the need to modify or expand car parks to be overlooked.</p> <p>East Midlands Railway would like to improve wayfinding near its stations, so people know how to move around the station, as well as how to find local facilities.</p>	<p>The Council recognises that rail plays a vital role, especially for longer distance travel. The role of rail will be highlighted in the LTP, and the Council will continue to work with East Midlands Trains to develop their vision for their stations and encourage rail use for all.</p> <p>There is an ongoing project to expand the car park at Kidsgrove rail station. The Council also supports the idea of rail stations being transport hubs, with greater opportunities for modal interchange.</p> <p>In Uttoxeter, the Council aims to improve way finding from the town centre to rail station as part of the town centre redevelopment.</p> <p>Rail capacity and service improvements are supported to encourage a modal shift away from the A50 and provision of public transport access to jobs along the A50 corridor, benefiting the Fifty500 Project. This will be alongside enhancements to rail stations, improving travel choices for the residents of Uttoxeter and Burton upon Trent.</p>

Organisation/Event	What they told us	Our Response

Organisation/Event	What they told us	Our Response
20s Plenty for Staffordshire	The LTP should take a proactive stance towards introducing 20 mph speed limits in built up areas unless there is evidence that 30 mph is safe.	<p>The Council supports the approach of introducing 20 mph speed limits as appropriate both within our county-wide road safety programmes and as local community priorities, established through each local County Councillor's Divisional Highways Programme. The Council will liaise with local communities to understand their individual aspirations and work collaboratively to tackle any road safety concerns.</p> <p>20 mph speed limits are just one of a range of measures that will be included in the LTP to improve road safety and to create an environment that supporting travel modes such as walking and cycling.</p>

Organisation/Event	What they told us	Our Response
Canal and River Trust	<p>Waterways should be acknowledged within council documents.</p> <p>Blue/green infrastructure should serve as a catalyst for regeneration due to their role in promoting active travel, biodiversity and recreation.</p> <p>That waterways could make a greater contribution to achieving suitable travel and should be support through the LTP and LCWIP.</p> <p>Tow path improvements should be carried out in line with their policy tow paths for everyone.</p> <p>Meeting on 07/02/2025</p> <p>The Canals and River trust support the councils work on the upcoming rural LCWIP and support the overall vision and objectives.</p> <p>Re-route the cycleway that currently runs adjacent to the A38 from Alrewas northwards onto the towpath. National Highways conducted a feasibility study into this a few years ago and it remains on their priority list.</p>	<p>The council acknowledges the important role in which canals and rivers play in terms of building and maintaining inclusive and active communities as well as providing important active travel transport corridors.</p> <p>The council will continue to support schemes which will lead improvements on the Canal and River Trust network.</p> <p>Schemes that will be included within the Local Transport Plan on the network are:</p> <p>Short link path from the Barnfields industrial estate (Leek) to Cauldon canal towpath opening access to the canal network - walk/cycle link</p> <p>Potential links into a proposed Leek mobility hubs</p> <p>Access / surface improvements to the South Staffordshire Railway Walk and Wyrley Essington Canal.</p> <p>Increased use of Canal Towpath networks.</p>

Organisation/Event	What they told us	Our Response
	<p>Improvements to the Coventry Canal towpath running from Fradley Jct towards and through Fradley. Fradley continues to increase in size and we get regular calls / complaints from residents.</p> <p>Staffs and Worcs canal running between Stafford and Black Country - in particular the link from Penkridge southwards past the midlands interchange site. This is a major growth and employment site. The canal offers excellent access for active travel.</p> <p>At some time in the period covered by this plan we're likely to be delivering works around Rugby / Armitage which will be funded by S106 in relation to the Power Station.</p> <p>Improving the connection at Dunstall Lane, Tamworth and improving access to the NCN/Canal in Gnosall too.</p> <p>On our towpaths or where pedestrian/cycle routes are located beside water we recommend that:</p> <ul style="list-style-type: none"> • Towpaths/paths on the banks are carefully integrated into the wider active travel network. • Movement of users and potential users is understood and designed for without negatively impacting other uses. 	

Organisation/Event	What they told us	Our Response
	<ul style="list-style-type: none"> • Make it easier for everyone to enjoy the waterway network through inclusive design. Use a coherent approach to wayfinding, including at a regional scale • Inclusive bridge design. • Opportunities taken to support people exercising and training. • Good quality places of rest are provided. • Materials carefully selected to respond to character and use. 	
Staffordshire Police	The LTP needs to be more broadly influenced by the views of wider partners and not just solely the County Council. Actions taken by the Council need to be better informed to bring about compliance.	The Council has conducted an extensive engagement exercise, which has fed into the emerging LTP. This has included a stakeholder steering group, which the Police are a member.

Organisation/Event	What they told us	Our Response
<p>Staffordshire Moorlands Public Transport and the Visitor Economy Engagement Event</p>	<p>The engagement event was organised by Midlands Connect as part of the Rural Public Transport Access in Staffordshire Moorlands Study. The key points raised were:</p> <p>Too easy to use your car.</p> <p>Access to tourist destinations is difficult, if not impossible, by public transport.</p> <p>It's difficult for visitors to:</p> <ul style="list-style-type: none"> • Access information regarding public transport services. • Interchange between the same and different modes of transport. • Understand about the plethora of fare and ticketing options, especially when integrating between different modes. 	<p>Behaviour change will be the golden thread running through the LTP and the Council will adopt a Deter-Switch-Improve and COM-B approach to encourage people to become less dependent on their private motor cars. If these measures fail, during the latter half of the LTP period, the Council may look at measures that discourage car use, such as reduced car parking spaces and increased car parking charges.</p> <p>In June 2024, Staffordshire's Bus Service Improvement Plan (BSIP) was published. It included measures to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. One of the initiatives is a single national back-office solution for multi-operator contactless ticketing, which is currently being developed by Midlands Connect. It will be similar to a 'pay as you go' scheme like the Oyster card in London. It will allow passengers to have unlimited travel within a defined area for a daily, weekly, or monthly price, which is capped.</p> <p>The outcome of this project will be considered in the LTP.</p>

Organisation/Event	What they told us	Our Response
The Community Strategy Survey 2024	<p>Respondents viewed many things as important in their community, but what mattered most were feelings of safety, low levels of crime and anti-social behaviour, neighbourliness and fostering community spirit. These themes were followed by the importance of local amenities, such as healthcare facilities, green/open spaces, and good public transport links.</p> <p>The transport issues raised included the following:</p> <ul style="list-style-type: none"> • Improved public transport. • Community transport, particularly for the young and elderly. • Absence of public transport. <p>During face-to-face engagement, transport and access was the most important issue, above community safety.</p> <p>Suggested improvements to local areas included, better public transport, road maintenance, traffic calming, access to hospitals, street lighting, low traffic and clean air zones, and safe streets. They also emphasised the promotion of walking and cycling to reduce car use and improve personal wellbeing.</p>	<p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. It sets out plans on how the Council, along with bus operators and other partners, intend to make buses more frequent, faster, more reliable, cheaper, easier to use, better to ride in, and accessible and inclusive. It specifically mentions the requirements for all users, including those with protected characteristics.</p> <p>It includes the aim to re-introduce and expand the Young Persons' Bus Pass, and the new or enhanced bus routes that will be introduced over the first 5 years of the BSIP. A range of fare incentives will be considered to encourage bus use.</p> <p>Working alongside Sustrans, the Council is updating its Local Cycling and Walking Infrastructure Plan (LCWIP) to ensure that Staffordshire's walking and cycling routes are improved, making active travel more attractive to more people. It aims to make walking, cycling, and wheeling safer, more accessible, and more enjoyable for people, thereby encouraging more journeys to be made by these modes. A project</p>

Organisation/Event	What they told us	Our Response
	<p>Partners emphasized the importance of improving local bus services for those without personal transport.</p>	<p>pipeline of further improvements is being developed as part of this and will be delivered as resources permit.</p> <p>Alongside the LTP, the Council will publish its revised Highway Infrastructure Asset Management Strategy (HIAMP). Before being agreed, the HIAMP will need to go through a Community Impact Assessment, which seeks to minimise the impact of the Plan on cohorts within the community and the community as a whole.</p>

Organisation/Event	What they told us	Our Response
Stoke and Staffordshire Growth Hub	<p>Poor public transport is restricting access to employment, especially for young people and those doing apprenticeships; they either don't go to the right places or are at the wrong time.</p> <p>Roadworks are a constant problem, hampering journey times.</p> <p>It was suggested that businesses have concerns about investing in Stafford, due to the ongoing roadworks and traffic delays.</p>	<p>The Council's revised Bus Service Improvement Plan (BSIP) was published in June 2024. It aims to create a bus network that gets more people choosing to travel by bus as their preferred form of transport. In rural areas, where passenger numbers are low, bespoke approaches may be more suitable, such as demand responsive services and taxi-buses. Similarly, more tailored approaches may also be required to run evening and Sunday services across both urban and rural settings.</p> <p>The BSIP sets out the Council's ambition to:</p> <ul style="list-style-type: none"> • Work through the Enhanced Partnership to re-introduce an expanded Young Persons' Bus Pass and look at a range of fare incentives to encourage bus use. • Secure new bus provision when a new business park is completed. <p>Alongside the LTP, the Council will produce a Traffic and Network Plan. It will ensure the statutory duties outlined in the New Roads and Street Works Act (NRSWA) 1991 and the Traffic Management Act (TMA) 2004, are observed.</p>

Organisation/Event	What they told us	Our Response
Staffordshire and British Cycling Partnership	<p>Their aims and wants of to work with Staffordshire County Council:</p> <ul style="list-style-type: none"> • Support local people in accessing good jobs and economic opportunities through active travel • Help communities become more sustainable by increasing cycling participation and reducing reliance on cars • Encourage healthier lifestyles and greater independence for residents through cycling initiatives 	<p>The desire put forward link up directly with the vision of the LTP and will feature heavily throughout.</p>
The Community Transport Schemes, the Community Transport Association and Support Staffordshire	<p>Issues that were raised from the various community transport providers were:</p> <ul style="list-style-type: none"> • Recruiting the volunteers to run services. • Lack of parking at hospitals. • Blue badges, specifically regarding new guidance. • Insurance • Section 19 permits 	<p>Most of the issues raised are not issues that are controllable at local authority level, however the council understands the vital role community transport plays in providing specific services.</p> <p>The council commits to working with local communities in the development of any community transport schemes (including expanding existing schemes).</p> <p>Work with transport operators (public buses, community transport and rail) to encourage enhanced and co-ordinated transport solutions.</p>

Organisation/Event	What they told us	Our Response
		Continue to work with neighbouring authorities to improve walking, cycling, public and shared transport connectivity in cross-boundary locations to support the needs of those local communities affected.
Freight and Business Transportation Survey (February 2025)	<p>Although links to the survey were distributed via Staffordshire Chamber of Commerce, the West Midlands Federation of Small Business and the Stoke-on-Trent and Staffordshire Growth Hub, unfortunately there was a minimal response rate.</p> <p>However, some of the responses received indicated:</p> <ul style="list-style-type: none"> • Less than half of businesses are using alternative fuels or actively looking to switch to alternative fuels. • Issues of costs of vehicles, repairs, as well as supporting infrastructure and range anxiety are concerns when considering switching to Electric Vehicles. • Highway maintenance and traffic congestion are issues of concern to businesses. • Proximity to rail freight terminals and inflexibility tend to prevent businesses from transferring to rail freight. 	<p>The LTP includes information on the transition to low emission vehicles for freight and logistics. We are aware of the challenge presented by the transition of fuel type by the road freight sector.</p> <p>Midlands Connect is investigating these challenges and opportunities and will produce an action plan setting out how benefits can be maximised and what policies and strategies will be required.</p> <p>Hydrogen may be one option as it offers faster refuelling and longer range. Working with neighbouring authorities, we are developing plans for the A50/A500 between Crewe and Nottingham (the Fifty500 Midlands Growth Corridor). Businesses along the corridor already specialise in ZEV research and manufacturing, including hydrogen.</p> <p>The LTP focusses on managing the demand for vehicle travel as part of the solution to reducing traffic delays on the road network. The measures</p>

Organisation/Event	What they told us	Our Response
	<ul style="list-style-type: none"> The majority of respondents did not have current travel plans in place. 	<p>that are currently implemented include improvements to active and public transport provision to provide greater travel choices as an alternative to the car, alongside behaviour change initiatives.</p> <p>Staffordshire County Council's Highway Infrastructure Asset Management Plan details how our highway asset is maintained. It considers the current asset condition, funding levels and priorities within the Local Transport Plan.</p> <p>The Council's Network Management team co-ordinate and deliver the network management programme with the aim of minimising disruption to all road users. This includes liaising with external partners. We seek to ensure accurate and timely information is provided on what is proposed and when it is happening.</p> <p>Although proximity to a rail freight terminal is not directly in our control, the new West Midlands Interchange will be an intermodal freight terminal with direct connections to the WCML, capable of accommodating up to 10 freight trains per day. This is a nationally significant infrastructure project which will deliver up to 8 million square</p>

Organisation/Event	What they told us	Our Response
		<p>feet of new logistics space located at Four Ashes between Penkridge and Wolverhampton.</p> <p>In terms of travel plans, we will provide support and advice to businesses that are required to implement a Travel Plan as part of the planning process. We will work with the appointed Travel Plan Coordinator to monitor and evaluate the measures implemented and their effectiveness in meeting agreed targets.</p>