

# **Stafford Borough**

Transport Data Report 2025





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#### 1. Introduction

Staffordshire County Council (SCC) is preparing a new Local Transport Plan (LTP) for Staffordshire with the vision of creating:

"An integrated and efficient transport system that delivers economic prosperity, creates healthy and safe communities, and improves the environment."

An extensive evidence base has been drawn together to help identify baseline travel patterns on Staffordshire's highway and transport network. The data will be used alongside stakeholder engagement to inform the policies and programmes to be included in the LTP.

The data has been compiled at a District/Borough level and is presented in eight Transport Data Reports. Interpretation of the data will help to inform the transport mitigation measures to be included within District/Borough Integrated Transport Strategies.

The Connectivity Strategy Team at SCC has an ongoing commitment to the continued development of a strong transport evidence base and as new data becomes available the Transport Data Reports will be revised and re-published. It is the intention that all transport data analysed by SCC is shared with Local Planning Authorities to support the development of emerging Local Plans, as well as the LTP.

If you require further information about the data provided in this report, please email <a href="mailto:ltp@staffordshire.gov.uk">ltp@staffordshire.gov.uk</a>.

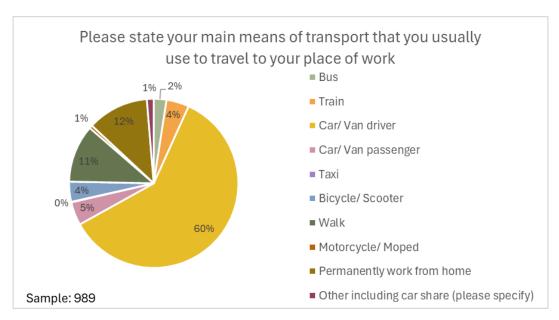
## 2. Staffordshire Household Travel Survey 2023

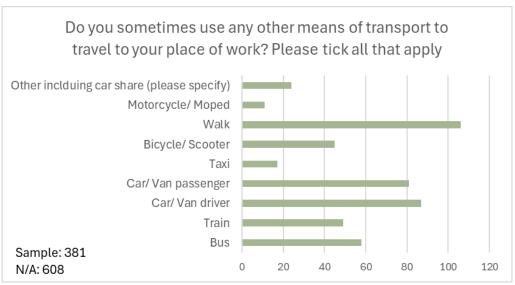
SCC conducted a household travel survey to understand the travel behaviours of people living in Staffordshire. It was live between Monday 19th June and Sunday 16th July 2023 and accessible online at letstalkstaffordshire.gov.uk. The survey asked about modes of travel to different destinations, distance of travel, the fuel type of vehicles and considerations such as health and wellbeing.

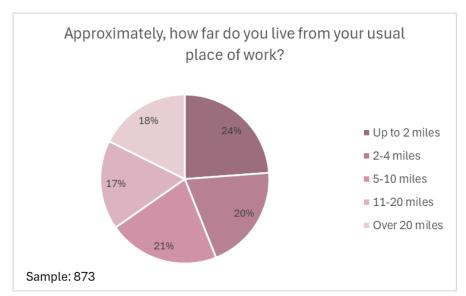
The survey received 2472 responses from Staffordshire residents in all eight districts. This sample is statistically representative of Staffordshire and provided good distribution across the districts as well as a rural/urban split that closely matches reality. Older residents and females are slightly overrepresented as respondents to the survey, but it is understood that this is common.

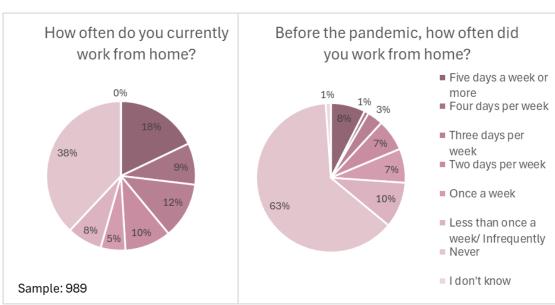
Data for Stafford Borough is as follows:

#### Travel to work:

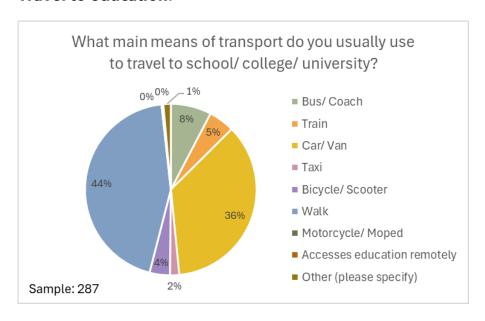


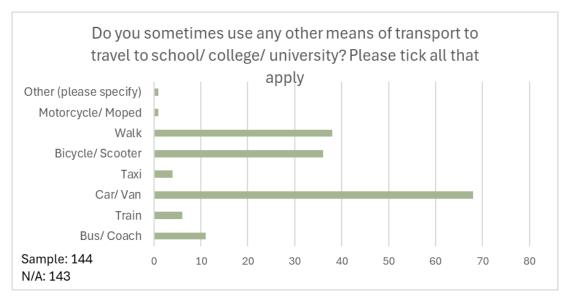






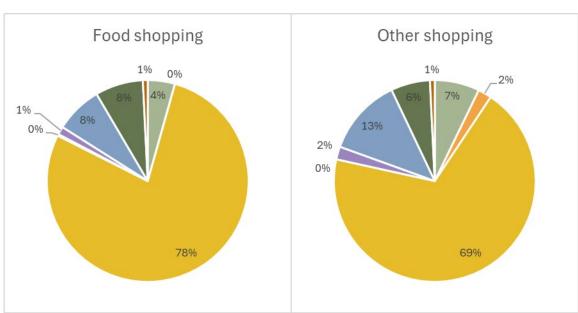
#### Travel to education:

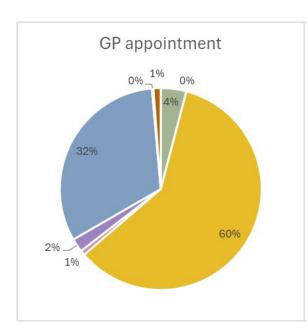


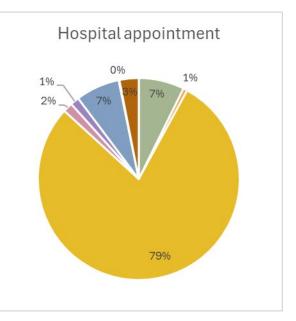


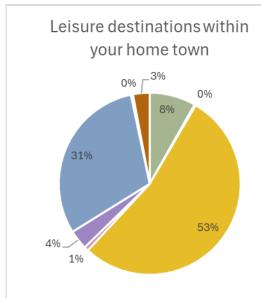
## What method of transport do you use for the following types of journeys?

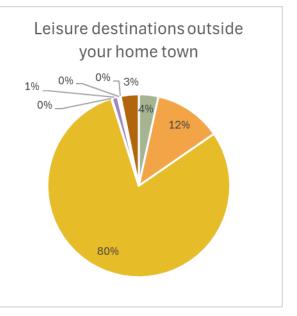


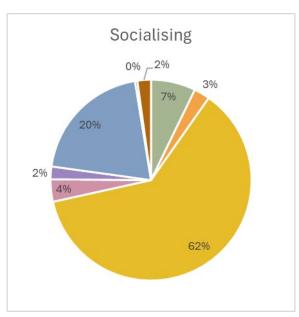




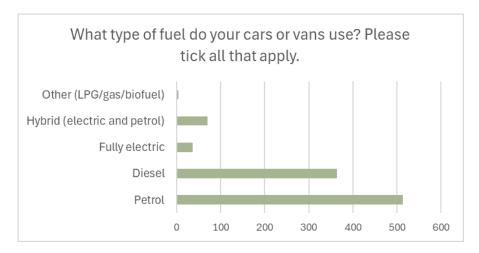




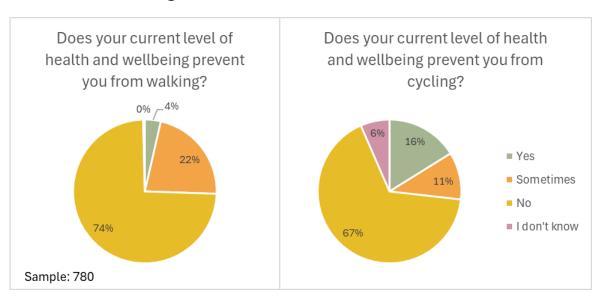


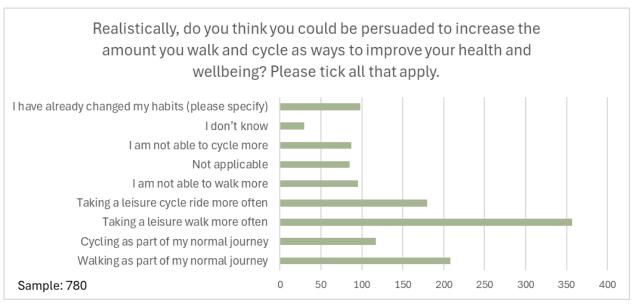


#### **Fuel type:**



#### Health and wellbeing:



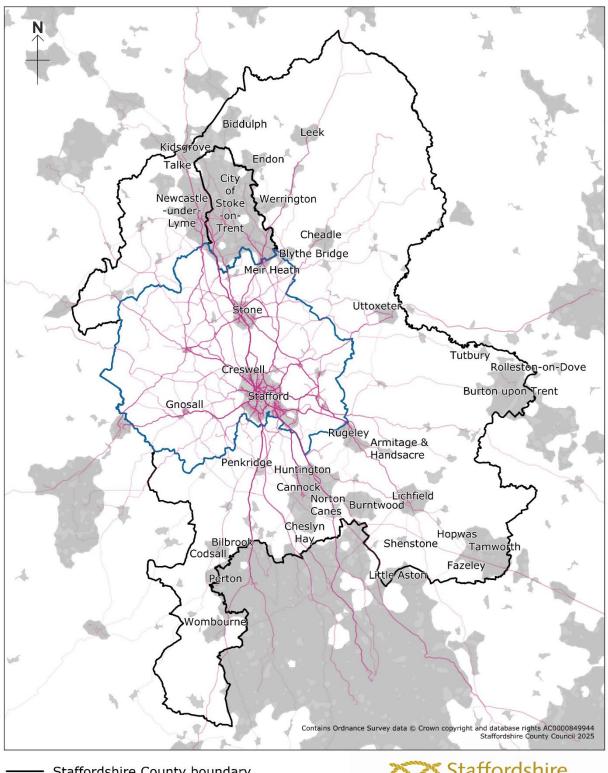


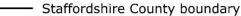
The survey also included a one-day travel diary in which respondents recorded all the journeys they had made the day before completing the survey.

## Trip Rate:

On average, Stafford residents made 2.3 trips per day.

#### Trips from one-day travel diary by district of residence:





Stafford Borough boundary

Stafford Borough residents' trips stronger colour represents more trips

Urban areas

Scale: 1:400000



## Stafford

## 3. Capability to Achieve Suitable Travel

SCC has developed a settlement hierarchy covering the whole County called Capability to Achieve Suitable Travel (CAST). Five different types of places have been identified which will require different types of interventions to achieve the LTP objectives.

- Type 1: Settlements with travel options available and close proximity to facilities
- Settlements with good transport infrastructure; frequent bus services (for Staffordshire), good access to a rail station, a wide range of services and facilities within walk/ cycle distance, employment opportunities available within the settlement, excellent road connections A-roads through the settlement and motorway junctions/ trunk road within the settlement boundary or within easy reach.
- Type 2: Settlements adjacent to those with travel options and facilities
- Settlements separate to type 1 settlements but adjacent, so they benefit from the outer edge of the type 1 bus services and access to services and facilities, but these are likely to only be within cyclable distance. Connected to the type 1 settlement via A-roads which facilitates the bus services and shorter cycle travel times.
- Type 3: Settlements on key transport corridors with some facilities
- Settlements are physically remote from type 1 settlements but connected via A-roads, B-road routes of local importance or rail corridors. Therefore, they benefit from naturally being on the route of inter-urban bus services and/ or have inter-urban rail stations providing connectivity to a range of services and facilities not available within the settlement. The settlement itself has some day-to-day services and facilities such as a local shop, school and GP surgery.
- Type 4: Settlements with bus services and limited proximity to facilities
- Settlements may be away from main roads and/ or on average have access to an hourly bus service. Residents have long journey times via all modes to connect to a wide range of services and facilities. Walking, wheeling and cycling is attractive within the settlement but connections out of the settlement may not have facilities for walking and wheeling. Bus services are less frequent due to distance of route and number of settlements needed to be included in a route for a route to be commercial; services may be provided by the LA and therefore under threat from future funding limitations. Very limited employment opportunities within walk/ cycle distance. Limited services and facilities are available within the settlement and therefore access to a wide range of services and facilities requires travel outside the settlement. Better bus services may be balanced against very limited facilities within the settlement.
- Type 5: Settlements with very limited transport infrastructure and remote from facilities
- Settlements are away from main roads and have the longest journey times via all modes
  to connect to a wide range of services and facilities. Unlikely there will be any bus
  services or services and facilities within the settlement meaning the settlement relies on
  travel/ digital connectivity to meet day to day needs such as shopping, education and

employment. Infrequent bus services may be present and are provided by the LA and therefore under threat from future funding limitations.

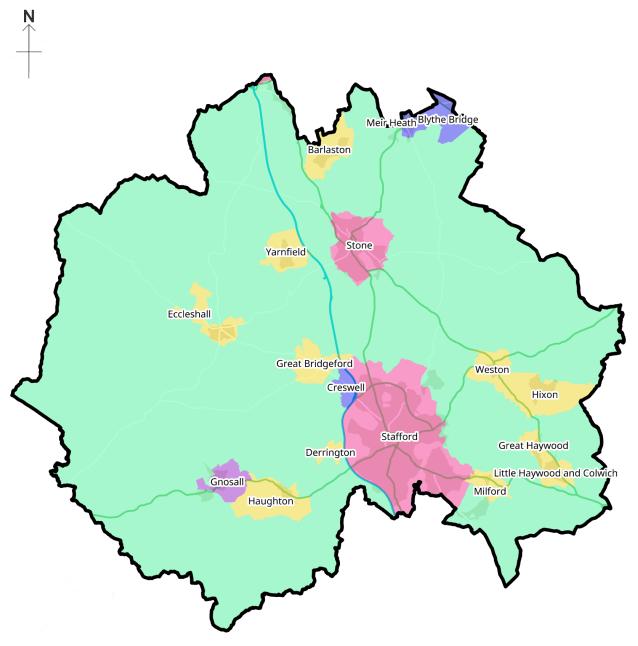
#### **Capability to Achieve Suitable Travel**



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Scale: 1:180000

1. Settlements with travel options available and close proximity to facilities

2. Settlements adjacent to those with travel options and facilities

3. Settlements on key transport corridors with some facilities

4. Settlements with bus services and limited proximity to facilities

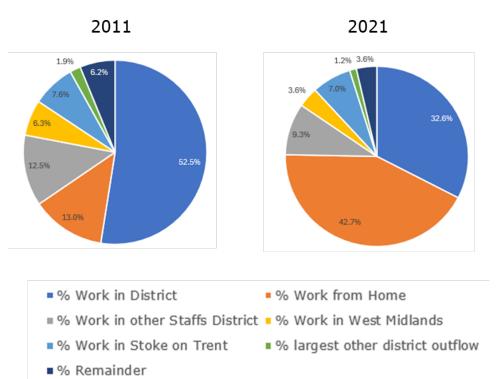
5. Settlements with very limited transport infrastructure and remote from facilities

## 4. Employment destinations (Census 2011 and 2021)

Census data includes the work location of people who were employed at the time of the Census. Information is available for the whole population and is therefore a crucial source of information of commuting travel patterns. Data for both the 2021 and 2011 Censuses is provided because the following limitations apply to the 2021 data. On Census Day, 21 March 2021:

- a nationwide lockdown was still in place, with government guidance requiring people to work from home wherever possible. Therefore, work from home is likely to be more prevalent than it would have otherwise been.
- people being supported by furlough were instructed to identify as temporarily away from work and would therefore not be included within this data. The numbers of people in work will differ between 2011 and 2021.

## Stafford Borough - Census Travel to Work



Other than Stoke-on-Trent, the other districts in Staffordshire and the West Midlands Metropolitan area, the largest single outflow from Stafford Borough is to Telford & Wrekin in both the 2011 and 2021 Censuses, however this is a very small percentage of the overall number.

# 5. Car ownership (Census 2011 and 2021)

The Census collects information about household ownership of cars and vans. The proportion of households that do not have access to a car or van is shown for 2011 and 2021 Census to enable comparison over time. Higher levels of non-car ownership are shown in purple.





Scale: 1:180000







Scale: 1:180000

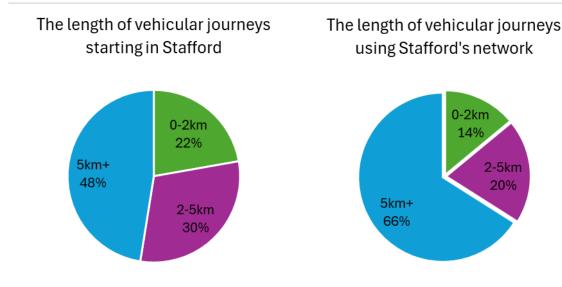


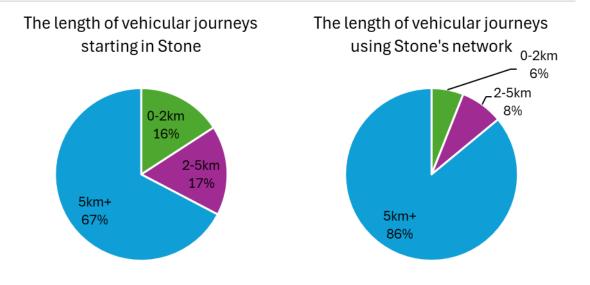
2-5km

20%

#### Short Vehicular Journeys 6.

TomTom data for type 1 settlements was interrogated to identify shorter journeys made by vehicles. Data for the whole of 2024 was utilised, and this represents a sample of all journeys made during this period. The percentage of journeys up to 2km and 2km to 5km is crucial to enable determination of trips that are within a comfortable walk and cycle distance, respectively. The proportion of short journeys using the network, whether the trip starts or ends in the settlement or just passes through is shown, as well as the proportion of short journeys that start within the settlement. Short journeys that start within the settlements could potentially switch to active modes with the appropriate support.





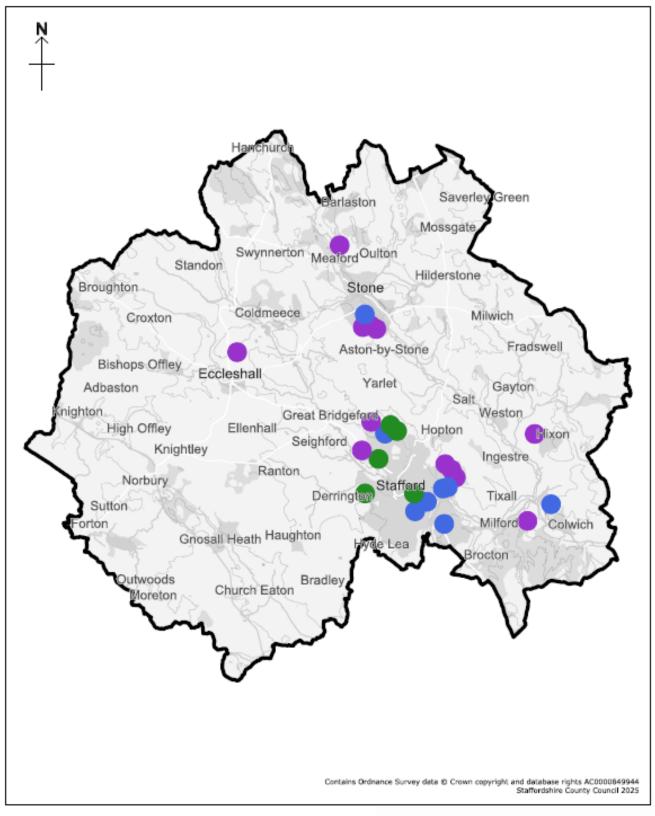
## 7. Travel Plan monitoring locations

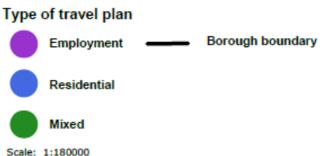
Travel plans are required if a proposed new development is likely to have a traffic impact that necessitates the production of a transport assessment. Staffordshire collects developer contributions to facilitate monitoring of the travel plans to ensure the developers deliver appropriate initiatives to minimise trips by car.

Travel plans must be based on the forecast trips included in the transport assessment and must contain a commitment to undertake traffic counts as part of the monitoring regime. The journey to school is a key trip and Staffordshire will now also collect a contribution to delivering a school travel plan where the development requires either a new school or a school expansion.

Travel plans will contain measures to encourage suitable travel choices, measurable targets and a management and survey strategy that is appropriate for the development. All journeys generated by the proposed development should be included.

The plan shows the locations of the current travel plans that require monitoring at this time.







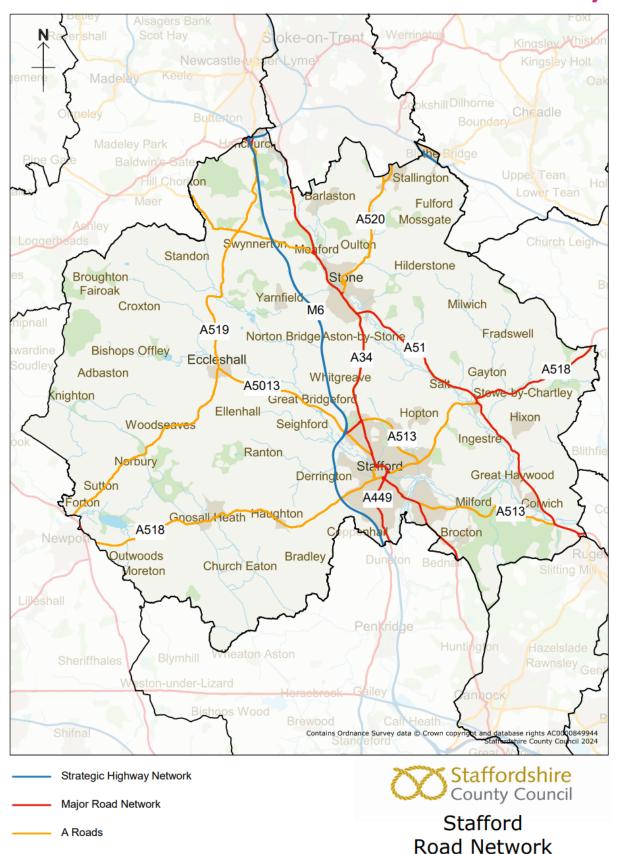
## 8. Strategic and Major Road Network

The Strategic Highway Network is managed by National Highways and comprises motorways and trunk roads. The only exception is M6 Toll which is privately managed.

The Major Road Network (MRN) was developed by the Department for Transport in consultation with Local Authorities and represents the most heavily trafficked roads that are the responsibility of Local Authorities. The MRN is defined as

- roads with a high total flow;
- a high percentage of heavy good vehicles;
- routes that provide an essential resilience function to motorways or trunk roads; or
- routes that make strategic connections.

Data from TomTom has been used to look at the origins and destinations of trips on the M6 in Stafford between J13 and J14. 17% of origins and destinations are in Stafford, 28% are in the rest of Staffordshire and 55% are outside of Staffordshire (data from 2023).



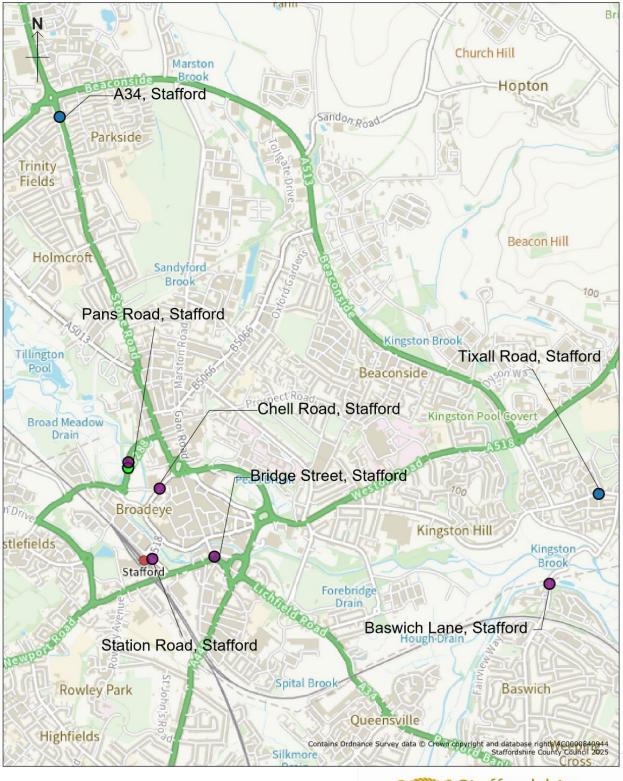
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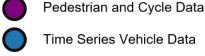
Scale: 1:175000

#### 9. Traffic volumes

Staffordshire has an extensive library of traffic count data. Guidance advises that data up to five years old is appropriate to use, however, COVID-19 and the associated change in work patterns limits useful data to September 2021 onwards. Permanent traffic count equipment sits underneath the road surface and provides volumetric data continuously. Where data is available it has been extracted for 2011 onwards. Other traffic count data is collected as and when required. The library was interrogated to identify relevant data.

Staffordshire has invested in permanent pedestrian and cycle count data to support recent investment in infrastructure. Sensors are trained to identify pedestrians and cyclists separately.



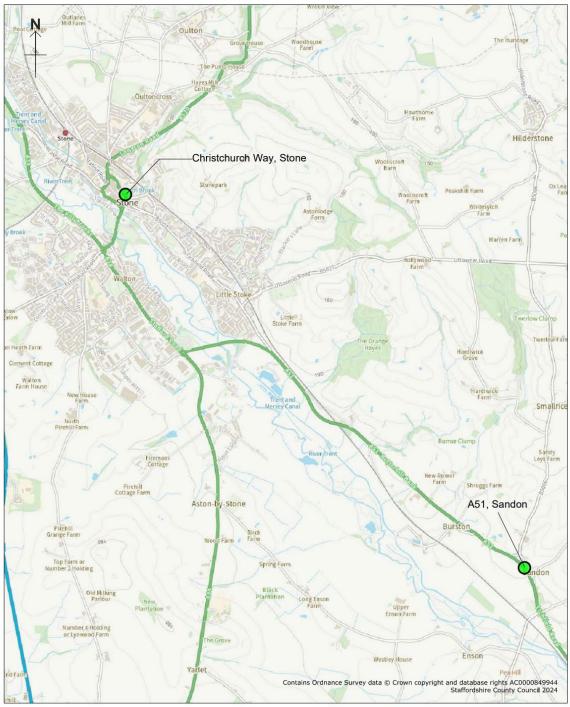


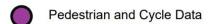
Vehicle Data

Scale: 1:22000



## Stafford Traffic Count Data









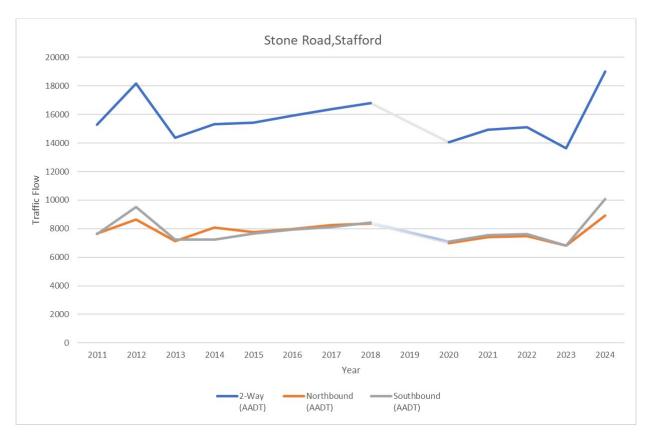
Scale: 1:32000



#### **Long Term Traffic Trends**

To analyse long term traffic trends, SCC's permanent traffic count data has been interrogated, extracting the Annual Average Daily Traffic (AADT) (7-day average) data. Trends between the last published LTP in 2011 and 2024 have been considered. Covid restrictions were in place from 2020, with most locations witnessing a significant drop in traffic flows during this time.

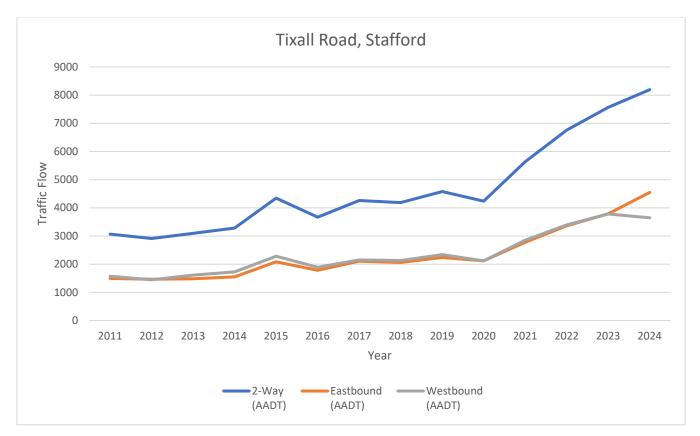
#### A34 Stone Road, Stafford



#### \*Data missing for 2019

\*Traffic flows in 2013 were affected by roadworks at Redhill roundabout. Stone Road's traffic flows were also affected by the construction of the Pets at Home roundabout between 2022-2024 and maintenance works on Stone Road in 2023.

#### **Tixall Road, Stafford**



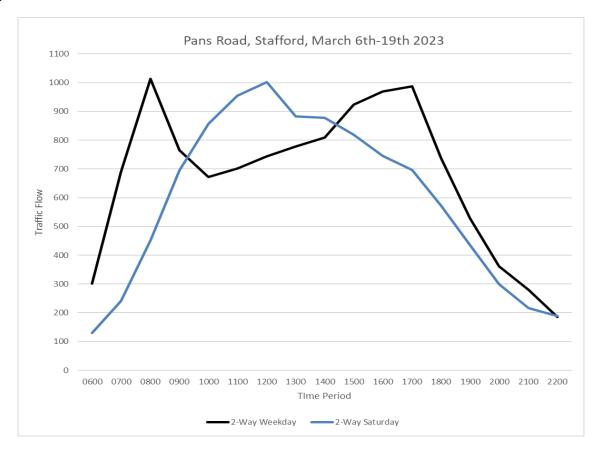
\*Traffic flows from 2019 have been affected by the construction of housing estates on the north and south of Tixall Road. Flows were additionally affected by the opening of Hydrant Way in the middle of 2019.

## **Daily Traffic Trends**

Week-long traffic counts have been analysed in Stafford, Stone and Sandon to show how traffic levels vary throughout the day. The results are provided below.

## **Pans Road, Stafford VIVACITY Permanent Counter**

Survey Dates: 6<sup>th</sup> - 19<sup>th</sup> March 2023



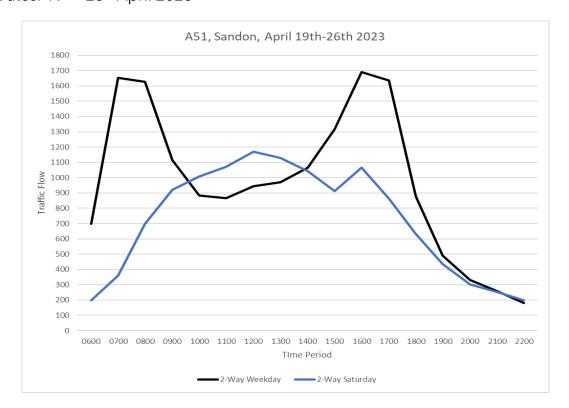
## **Christchurch Way, Stone**

Survey Dates: 7<sup>th</sup> - 13<sup>th</sup> November 2023



#### A51, Sandon

Survey Dates: 19<sup>th</sup> - 26<sup>th</sup> April 2023



## 10. Traffic Delays

By using TomTom data, SCC has been able to analyse journeys made during the AM and PM peaks on weekdays in September and October 2025 to identify areas of delay on the highway network. The dataset is a sample of journeys made as data is collected from TomTom navigation systems, built in navigation systems using TomTom data and Apple Maps.

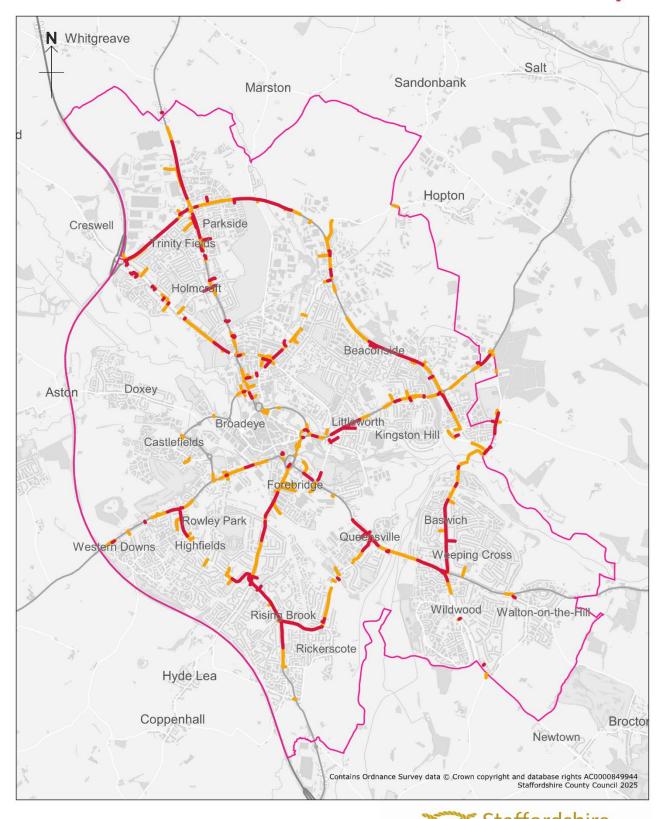
It is not possible to clean the data of time periods impacted by temporary traffic management associated with the delivery of highway schemes or utility companies for example.

Data was analysed for key routes in each CAST type 1 settlement and for the MRN in Stafford Borough.

Normalised delays = delay/ free-flow travel time

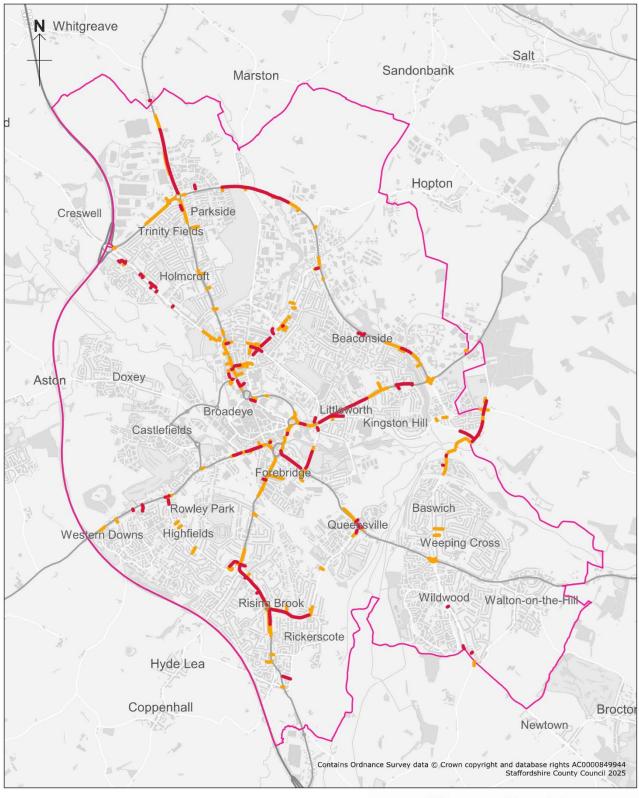
- Delay = AM peak (0800 to 0900) travel time free-flow travel time and PM peak (1700 to 1800) travel time free-flow travel time
- Free-flow travel time is approximated by nighttime travel (0000-0600)
- Delay is expressed as a ratio of free-flow travel time to allow comparison across links of different lengths

The plans show normalised delay in bands of 100 - 199% and 200%+. Normalised delays of 100% represent journeys that are twice as long during the peak hour compared to free flow travel conditions. For example, a peak hour journey time with 100% normalised delay would take 10 minutes, compared to an uncongested time of 5 minutes. Delays of 200% would mean a peak hour journey time of 15 minutes would have taken 5 minutes on uncongested roads.



Travel time can be double free flow timeTravel time can be triple free flow timeSettlement boundary

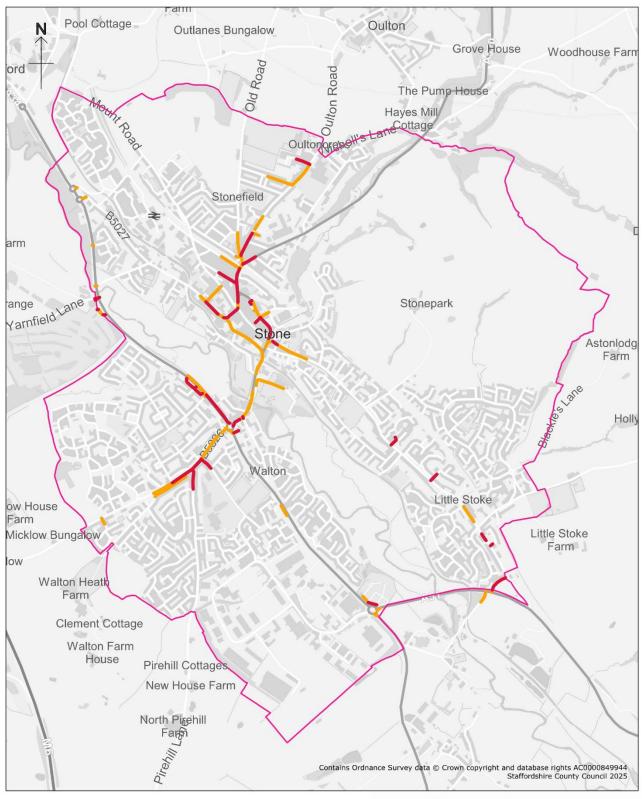




Travel time can be double free flow timeTravel time can be triple free flow timeSettlement boundary



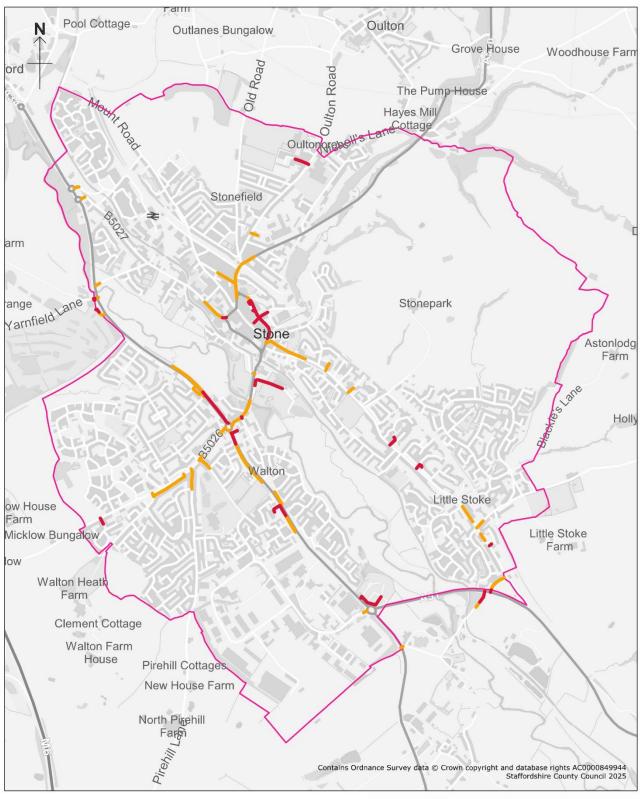
# Stafford 2025 PM Peak Traffic Delays



Travel time can be double free flow timeTravel time can be triple free flow timeSettlement boundary



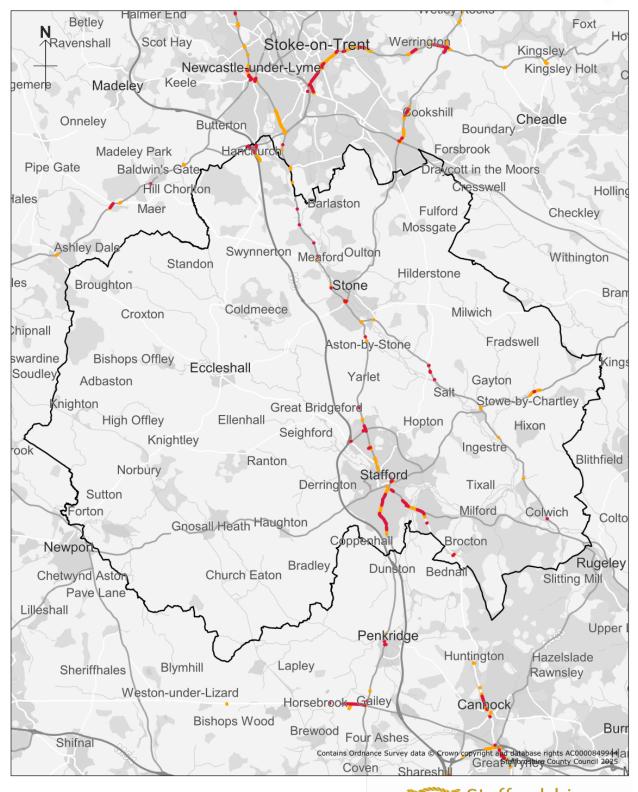
# Stone 2025 AM Peak Traffic Delays



Travel time can be double free flow timeTravel time can be triple free flow timeSettlement boundary



# Stone 2025 PM Peak Traffic Delays



Travel time can be double free flow timeTravel time can be triple free flow timeDistrict boundary

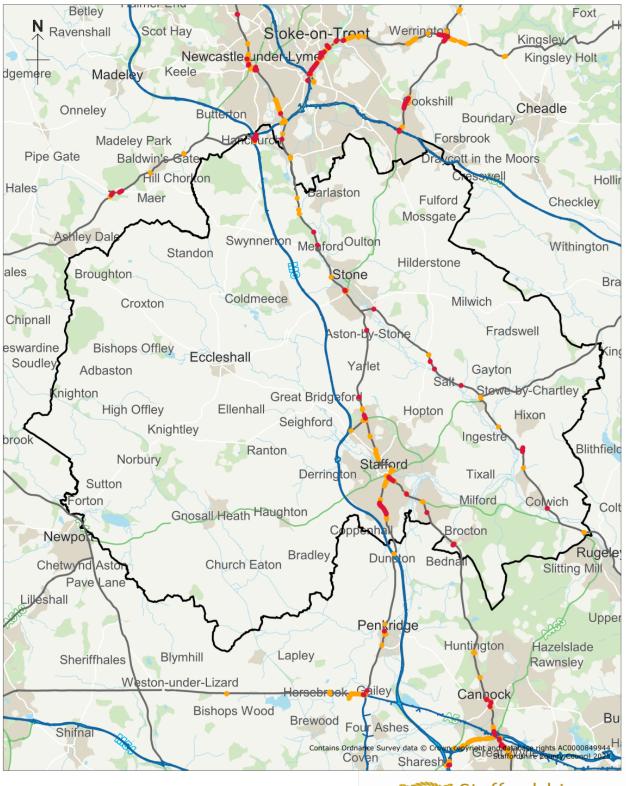


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2025 AM Peak Traffic Delays

Scale: 1:180000



Travel time can be double free flow time
Travel time can be triple free flow time
District boundary
Major Road Network

Strategic Highway Network

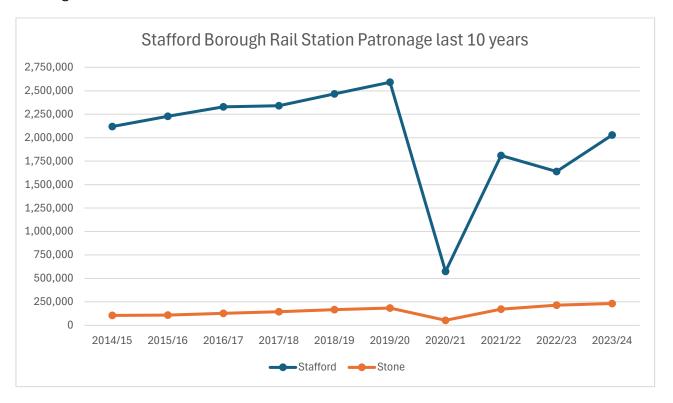
Scale: 1:180000



### 11. Rail station footfall 2024

The station patronage data is based on the Estimates of Station usage data produced annually by the Office of Rail and Road (ORR). The data estimates the total number of people travelling to or from a station based on ticket sales. This is derived from LENNON, the rail industry's ticketing and revenue system together with some local ticketing data. Adjustments are made for things like season tickets to improve accuracy of the estimates. From 2022/23, the data has been adjusted to take account of split ticketing and the better allocation of journeys to London Termini. The data cannot take account of journeys made without a ticket as it is based purely on tickets sold.

The Estimates of Station Usage data can now be used to identify individual station to station flows and we have identified the top 10 flows by tickets sold from each of the stations in Staffordshire. The 2023/24 data covers the period from 1st April 2023 to 31st March 2024. 2024/25 data is expected to be available in late 2025. The two rail stations in Stafford Borough are Stafford and Stone.

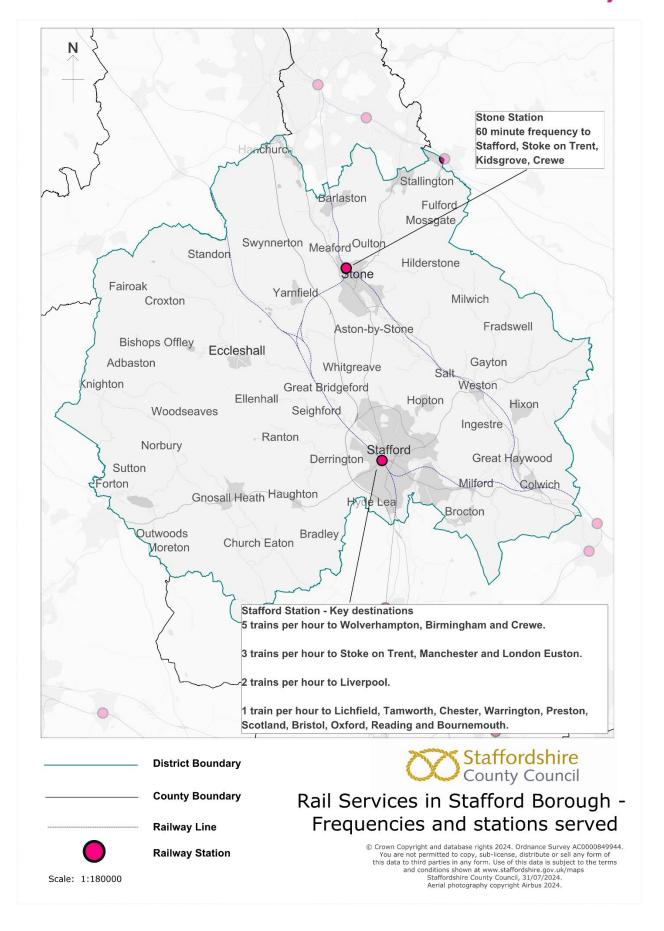


Top 10 rail destinations							
Station	Stafford			Stone			
Rank	Station name	No. of journeys	% of Total	Station name	No. of journeys	% of Total	
1	London Euston	227,331	22.41%	Stoke-On-Trent	37,168	31.96%	
2	Birmingham New Street	177,440	17.29%	Stafford	31,402	27.00%	
3	Stoke-On-Trent	78,161	7.71%	Birmingham New Street	7,901	6.79%	
4	Wolverhampton	77,313	7.62%	Wolverhampton	6,781	5.83%	
5	Manchester Piccadilly	68,033	6.71%	Manchester Piccadilly	3,896	3.35%	
6	Stone (Staffs)	31,405	3.10%	London Euston	3,073	2.64%	
7	Liverpool Lime Street	29,682	2.93%	Birmingham Moor Street	2,573	2.21%	
8	Penkridge	28,598	2.82%	Kidsgrove	2,175	1.87%	
9	Birmingham International	17,015	1.68%	Crewe	1,741	1.50%	
10	Crewe	15,833	1.56%	Longport	1,696	1.46%	

Station	Level of Accessibility						
	Patronage 2023 / 24	Inclusive Access	Cycle Access to station	Access to bus services	Overall Access score (out of 7)	Comment	
Stafford	2,028,558	Υ	2	2	5		
Stone	232,624	N	1	1	3	Stepped footbridge to Northbound platform	

## 12. Rail services 2025

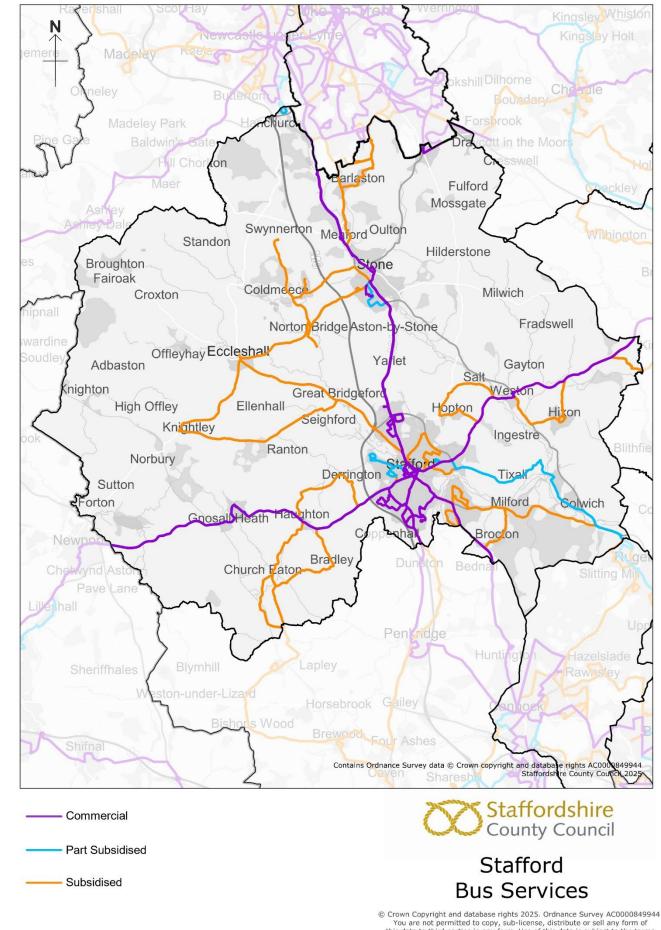
Rail services in Stafford Borough are provided by London Northwestern Railway, Cross Country Trains and Avanti West Coast. London Northwestern Railway operate services to Liverpool, Crewe, Stoke-on-Trent, Wolverhampton, Birmingham, Lichfield, Tamworth and London. Avanti West Coast operate long distance services to London, Manchester, Birmingham, Preston, Chester, North Wales and Scotland. Cross Country operate long distance services to Manchester, Stoke-on-Trent, Birmingham, Bristol, Oxford, Reading and Bournemouth. The plan below shows a summary of these services, valid for October 2025.



Station	Station Facilities						
	Staffed	Ticket Office	Ticket Machine	Waiting Shelter	Waiting Room	Cycle Parking	
Stafford	Υ	Υ	Υ	Υ	Υ	Υ	
Stone	N	N	Υ	Υ	N	Y	

## 13. Commercial and subsidised bus network

The majority of services in Staffordshire are operated commercially. Where this is not possible services may be supported by Local Authority investment. This includes cross boundary services procured by neighbouring Local Authorities. Services may also be supported by developer S106 funds to mitigate the transport impact of their developments. Information is accurate for October 2025.

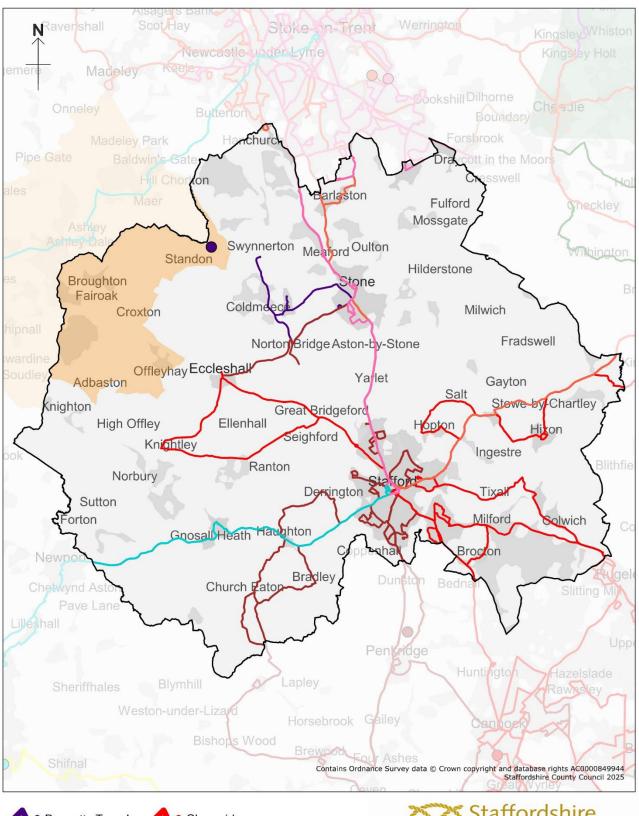


Scale: 1:175000

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# 14. Bus routes by operator

There are 20 bus operators that provide services within Staffordshire. The operators of services are shown below along with the depot location if it is local. Information is accurate for October 2025.





Chaserider
D&G
Border Car Project Area

Bus depots



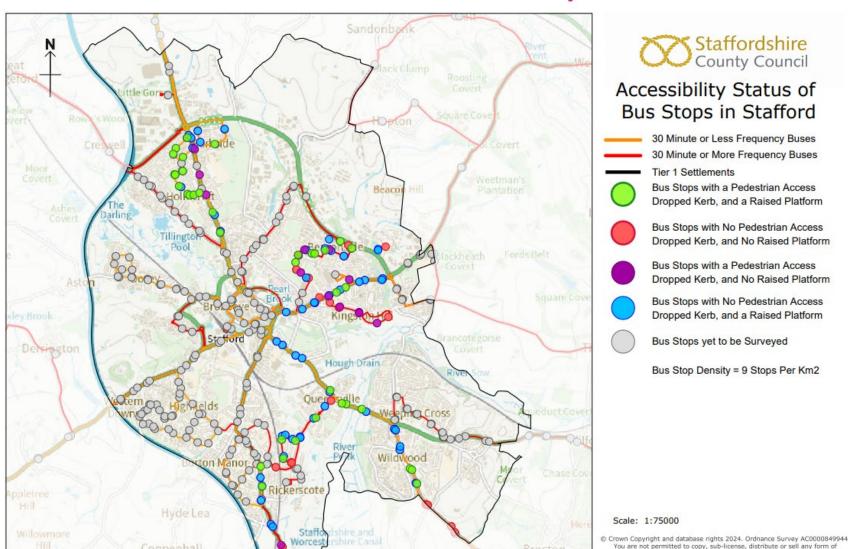
# Stafford Bus Routes Oct25

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# 15. Bus stop accessibility

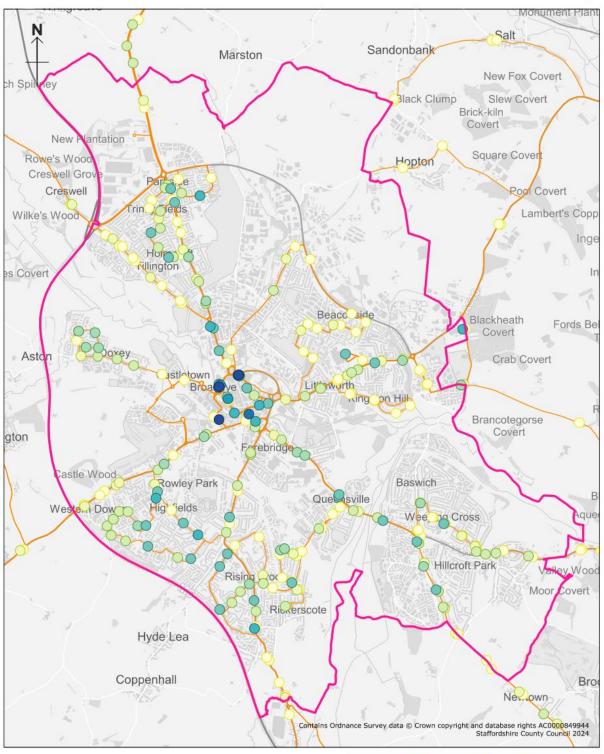
Staffordshire has begun to survey all active bus stops and the results for the first 2,000 stops are already available. The survey is progressing to minimise additional mileage for engineers and therefore surveys are undertaken when aligned with other workstreams. The accessibility of stops has been assessed in terms of whether a dropped kerb and level boarding are present.

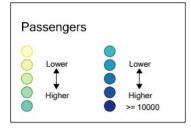


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# 16. Bus stop patronage (Sept 2023)

Patronage data was requested from all operators at a granular level for September 2023 and the majority were able to provide the requested information. Boarding numbers for stops were then aggregated for all services acknowledging that the data is commercially sensitive. Stops with the highest levels of patronage are shown in blue.



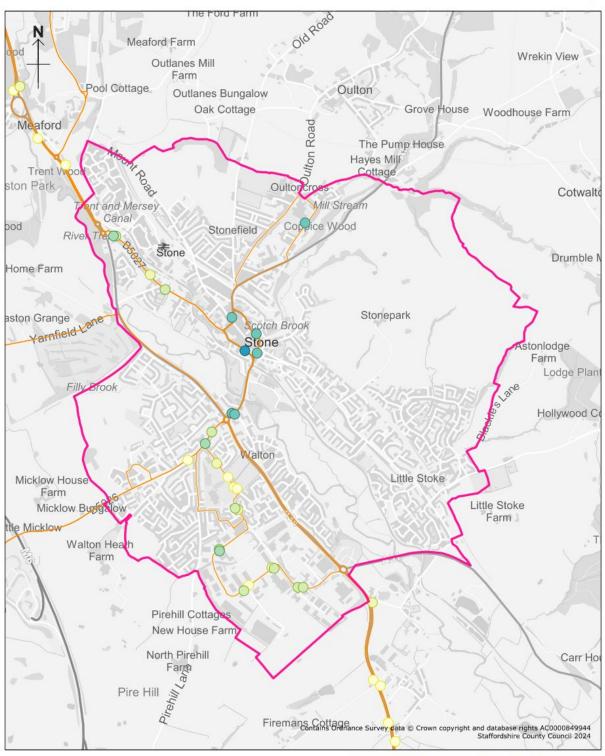


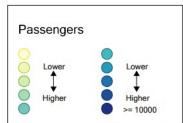




# Stafford Bus Stop Patronage September 2023

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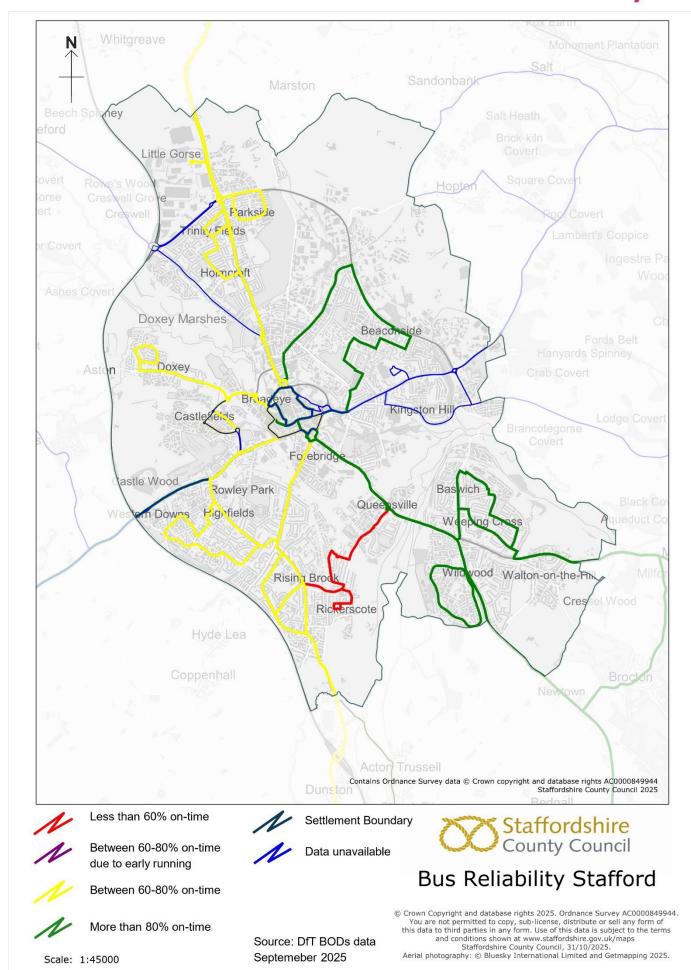


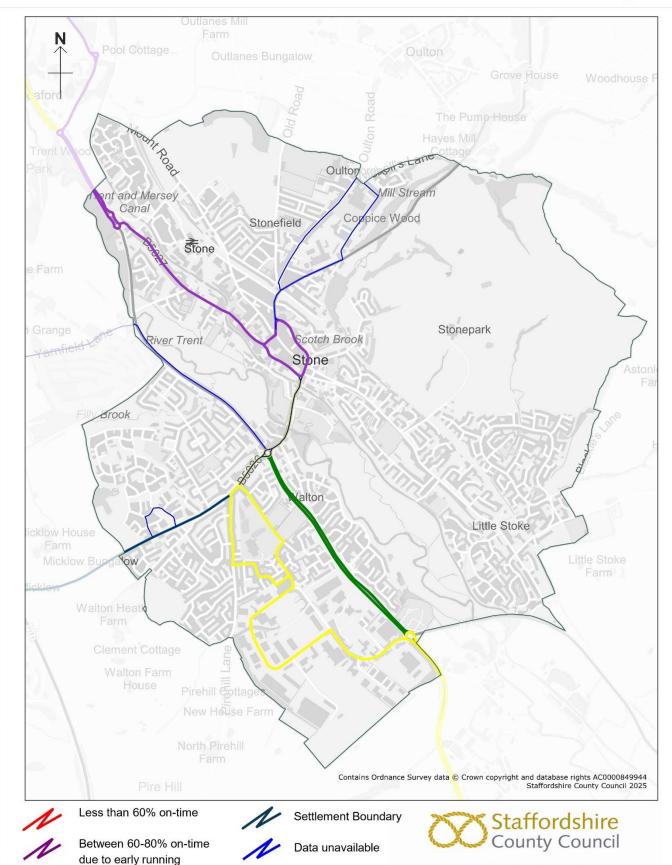
# Stone Bus Stop Patronage September 2023

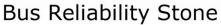
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# 17. Bus reliability (Sept 2025)

The Department for Transport's Bus Open Data Service (BODS) provides data including timetable and reliability information. A few of our operators do not currently contribute towards this dataset due to costs. We estimate that approximately two-thirds of services are included within this dataset. Reliability data was extracted for September 2025 and was analysed to identify services operating within a window of 1 minute early and up to 5 minutes 59 seconds late, which are considered to be on time. Services outside of this window are unreliable. The percentage of journeys for each service across the month that were either reliable or unreliable is shown.









Between 60-80% on-time



More than 80% on-time

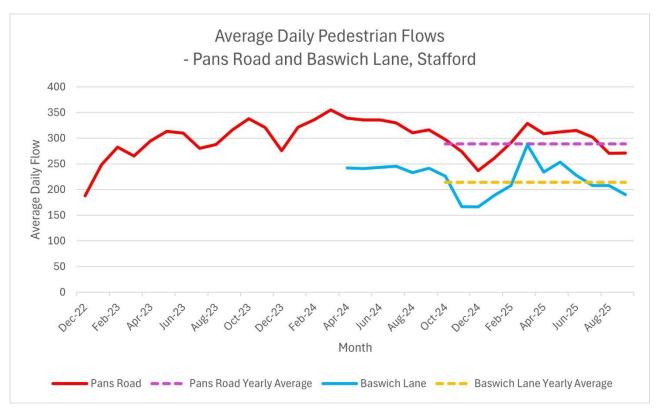
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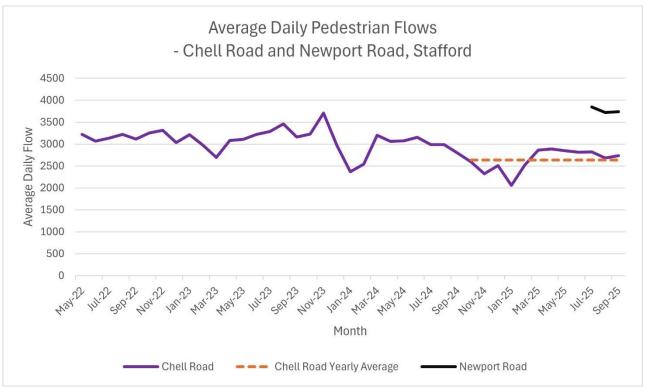
Source: DfT BODs data Septemeber 2025 © Crown Copyright and database rights 2025. Ordnance Survey AC0000849944. You are not permitted to copy, sub-license, distribute or sell any form of this data to third parties in any form. Use of this data is subject to the terms and conditions shown at www.staffordshire.gov.uk/maps Staffordshire County Council, 31/10/2025.

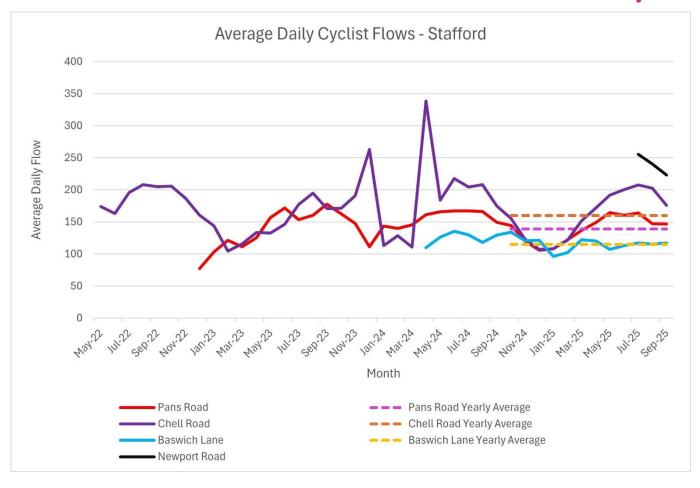
Aerial photography: © Bluesky International Limited and Getmapping 2025.

# 18. Pedestrian and cycling data

To analyse walking and cycling levels SCC's permanent active travel sensors have been interrogated, extracting average daily walking and cycling flows each month. The dates which have been included vary due to differing dates of sensor instalment or the implementation of Active Travel Schemes affecting data collection.



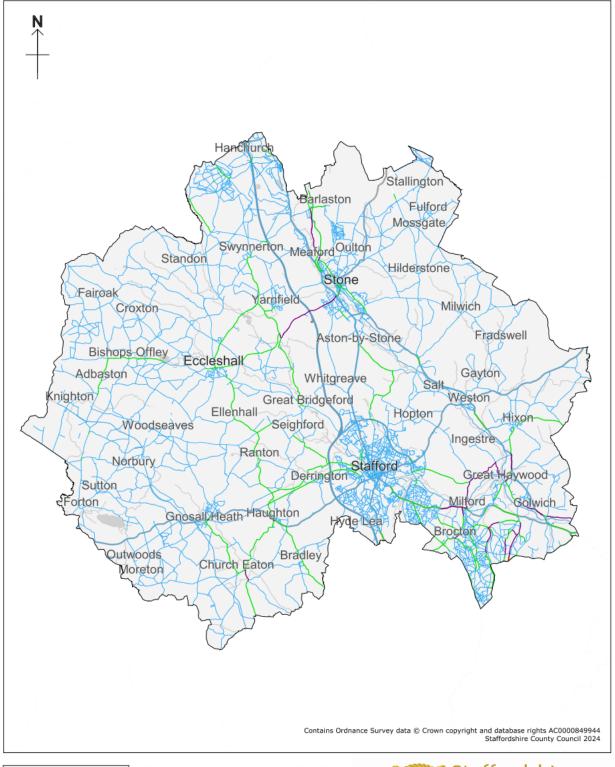




# 19. Cycling levels (Strava)

Staffordshire has acquired Strava data which produces heatmaps demonstrating the level of cycling which occurred on routes across the county during 2022. The data is shown in statistical quartiles of the number in the observations of the data.

Strava data is taken from rides that are uploaded or shared to the platform by users. The rides uploaded will consist of commuting, leisure cycling and other cycling activities such as sportives, time trials or other events. It has been noted that data is recorded along some inappropriate routes which may be due to the Strava app continuing to operate beyond the finish of the cycle trip.





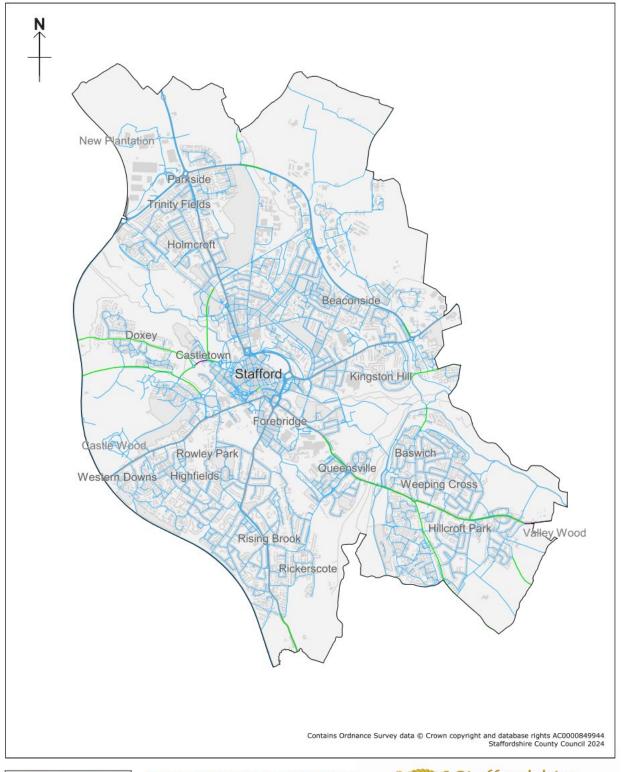
The data used is taken directly from Strava

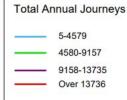


# 2022 Strava Cycle Journeys in Stafford Borough

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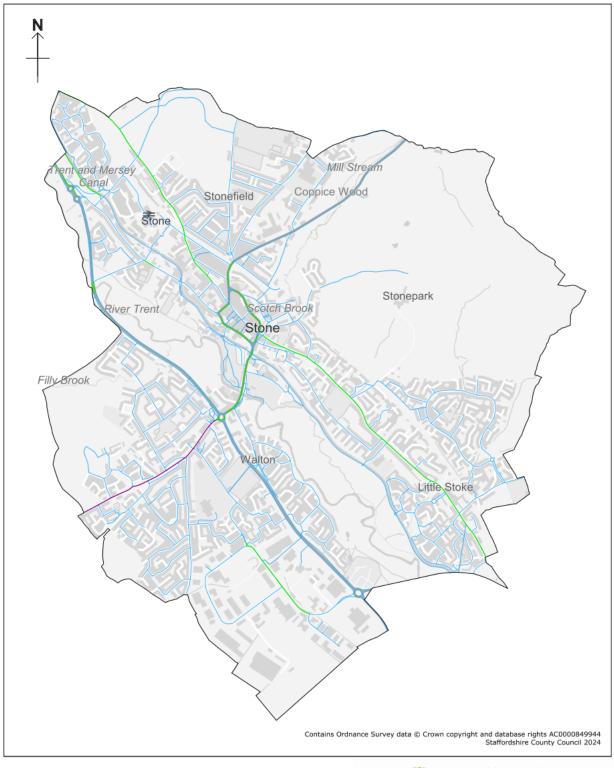
The data used is taken directly from Strava



# 2022 Strava Cycle Journeys in Stafford

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Scale: 1:45000





Scale: 1:20000

The data used is taken directly from Strava

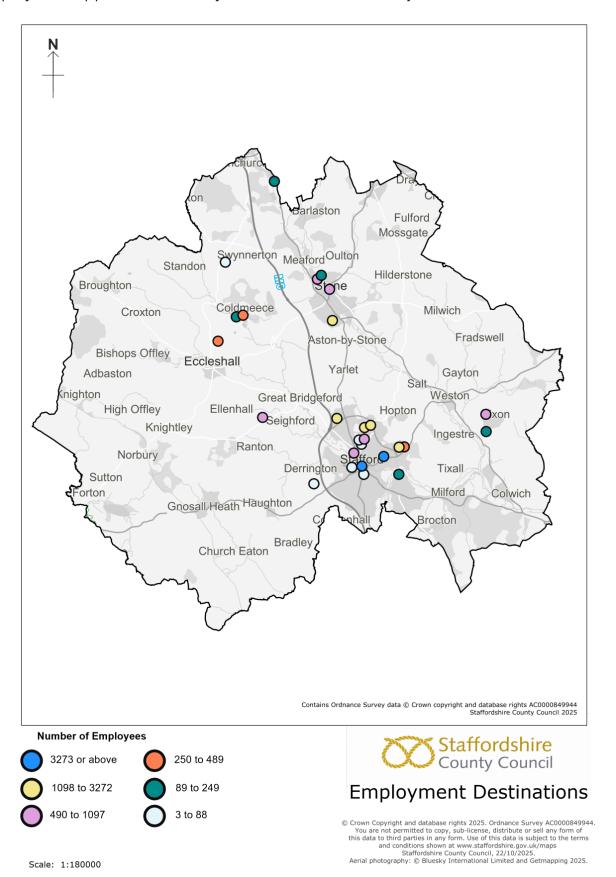


# 2022 Strava Cycles Journeys in Stone

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# 20. Key Employers

The Inter-Departmental Business Register (IDBR) 2024 enables the identification of key employment opportunities locally based on the number of jobs at businesses.



# 21. Accessibility to Town Centres

Accessibility planning software has been used to assess walk, cycle, and public transport access to town centres within our Type 1 settlements. The software utilises Staffordshire's Road network, along with bus and rail timetables, to calculate access levels. These calculations reflect travel within:

- a 20-minute walk,
- a 20-minute cycle,
- and a 30-minute public transport journey (including walking time), based on weekday travel between 08:00 and 09:00.

This contours of which can be seen on the maps below.

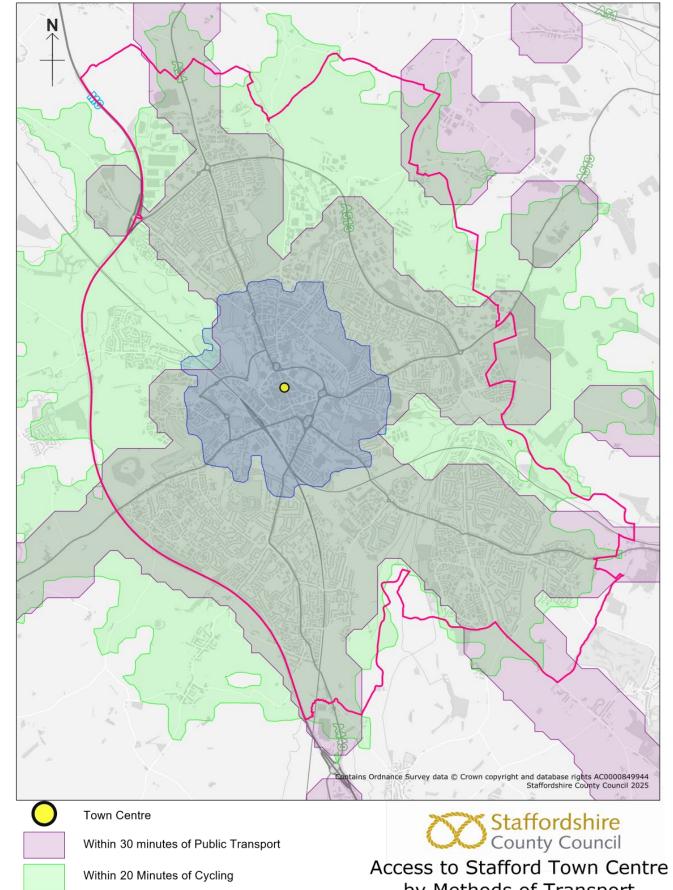
The resulting tables show the percentage of the population in CAST settlements that can access town centres via each mode of transport.

# Number of residents that live within a 20-minute walk or 20-minute cycle ride from the town centre, 2025

Town centre	Population	Percentage - Walking	Percentage - Cycling
Stafford	73,549	20%	100%
Stone	17,276	75%	100%

#### Residents who live within 30-minutes bus travel time to the town centre, 2025

Town centre	Population	Percentage
Stafford	73,549	61%
Stone	17,276	65%

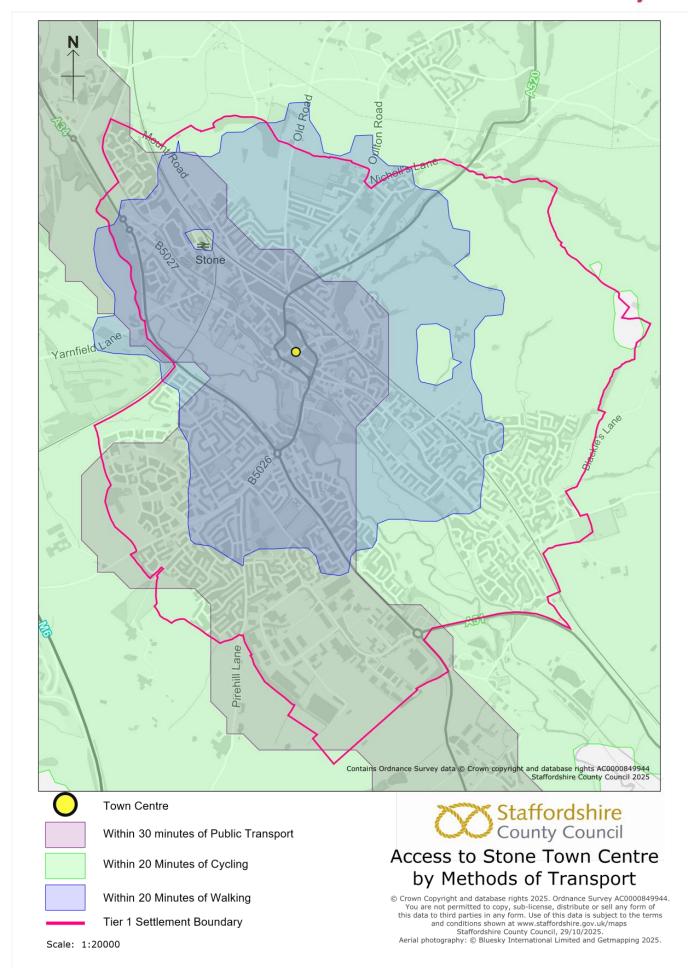


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Within 20 Minutes of Walking Tier 1 Settlement Boundary

# by Methods of Transport

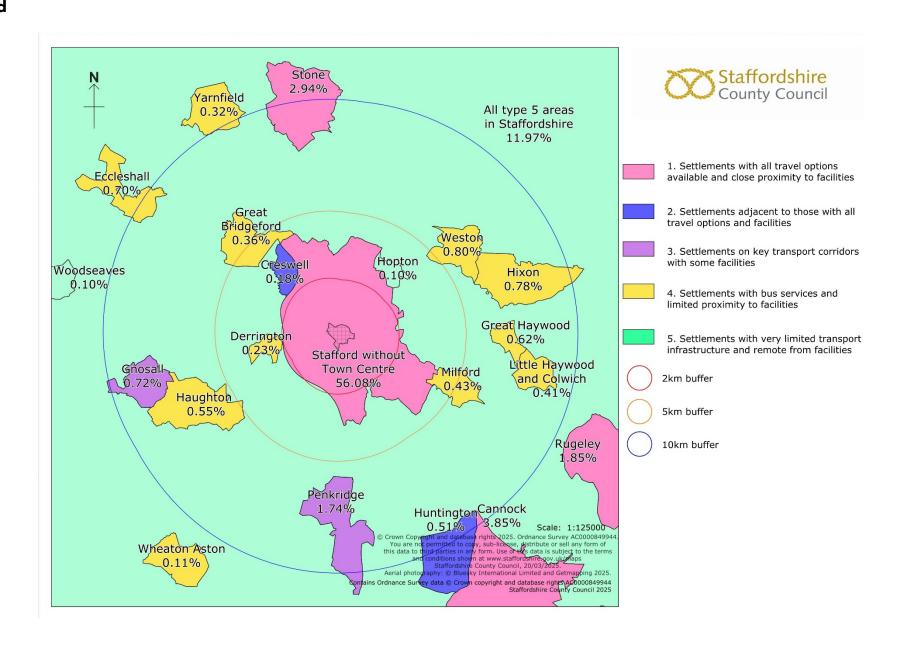
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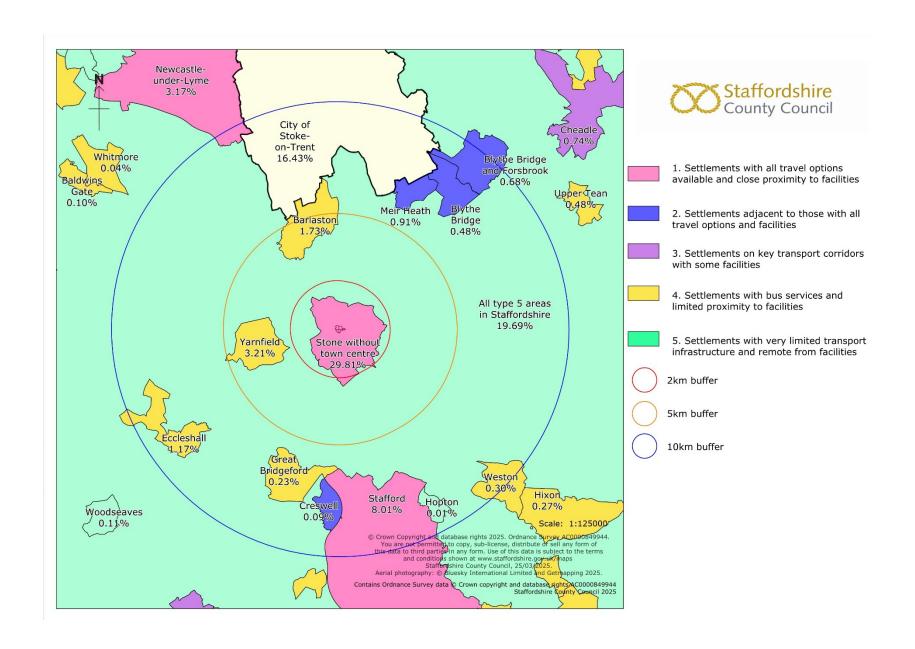
## **Vehicular journeys to town centres**

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements (Capability to achieve suitable transport) we can analyse where journeys from one CAST area (or wider county) end their trip. These settlements are used as origin points and the town centre areas used as destination points.

#### **Stafford**



#### **Stone**





For more information please contact:

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Transport and the Connected County
Staffordshire County Council
No. 1 Staffordshire Place
Stafford
ST16 2LP

**Tel**: 0300 111 8000

Email: transport.planning@staffordshire.gov.uk

If you would like this information in large print, Braille, audio tape/disc, British Sign Language, or any other language, please contact us on 0300 111 8000 or email transport.planning@staffordshire.gov.uk