

# Staffordshire Moorlands District

## 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 [ltip@staffordshire.gov.uk](mailto:ltip@staffordshire.gov.uk).





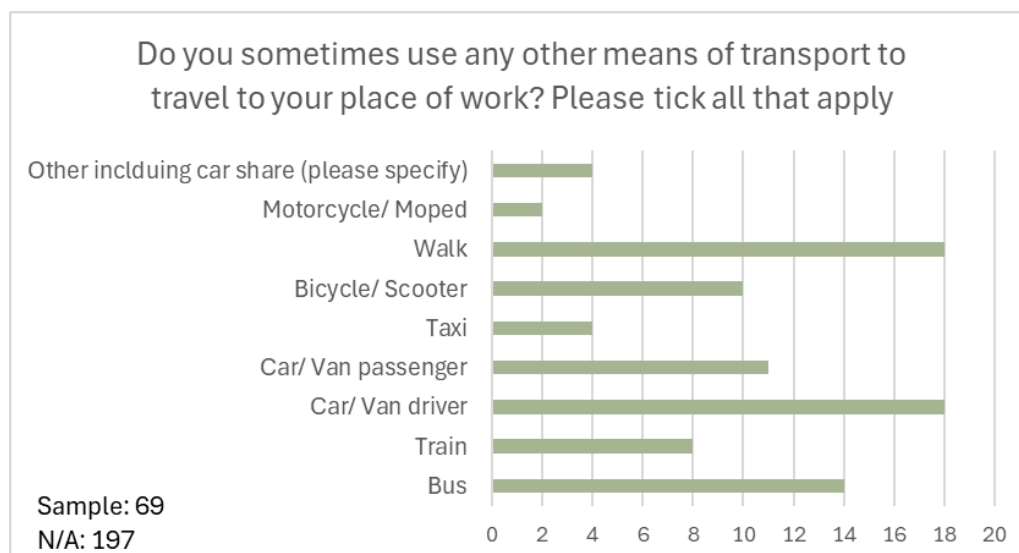
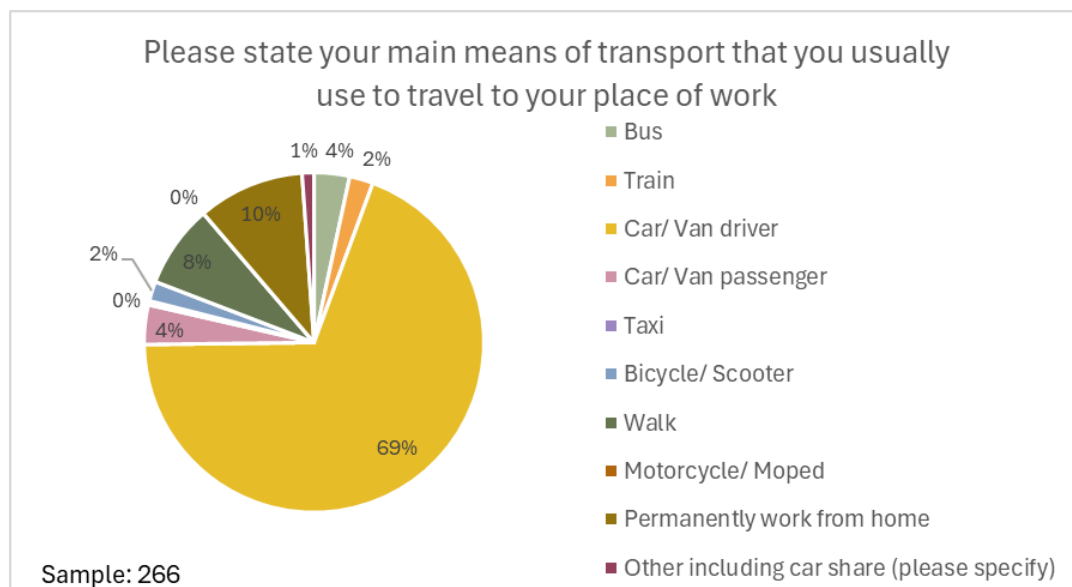
## 2. Staffordshire Household Travel Survey 2023

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](https://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.

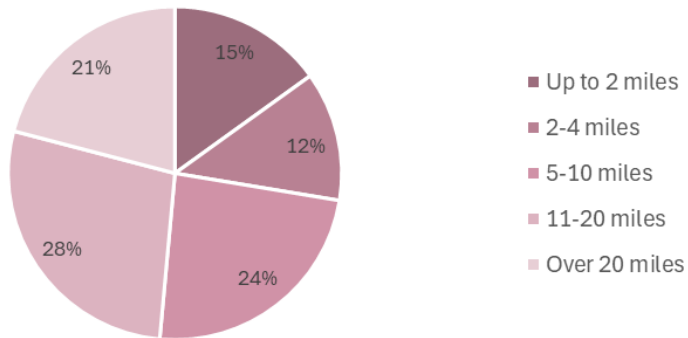
Data for Staffordshire Moorlands is shown below:

### Travel to work:



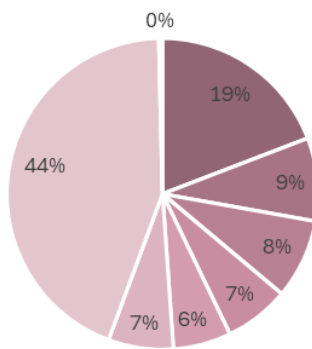


Approximately, how far do you live from your usual place of work?



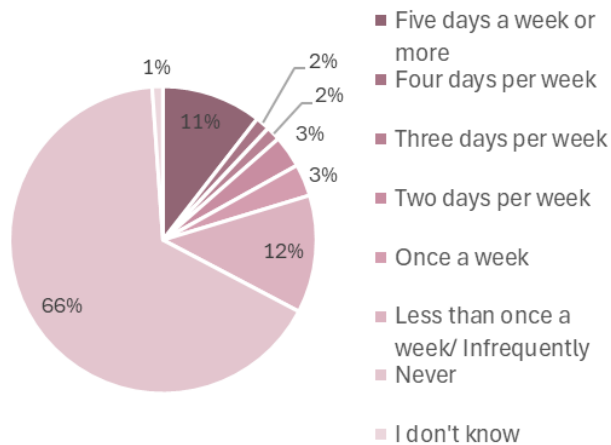
Sample: 239

How often do you currently work from home?



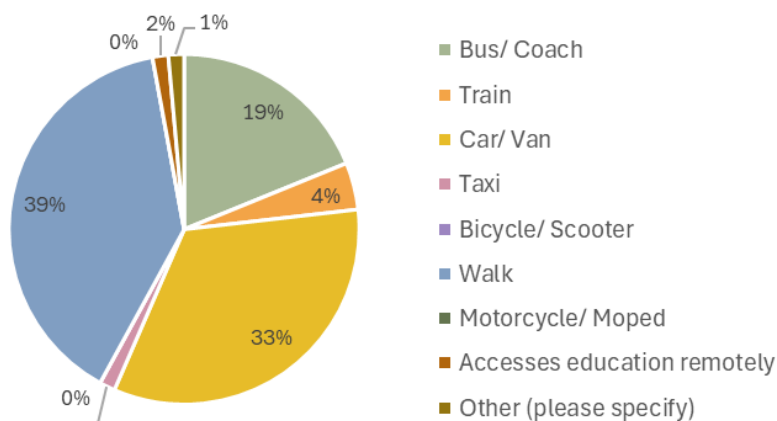
Sample: 266

Before the pandemic, how often did you work from home?



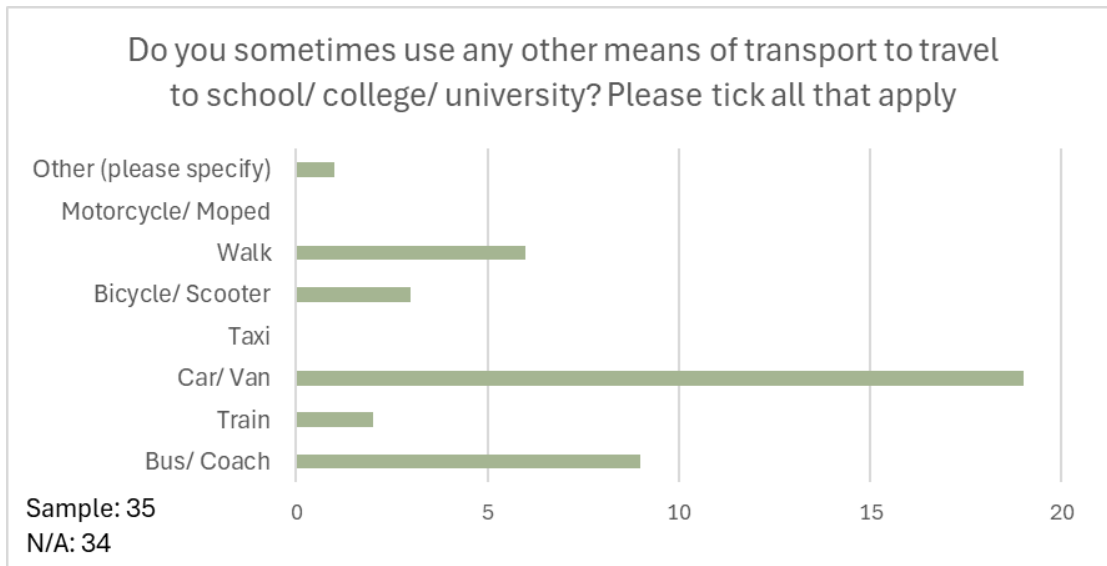
## Travel to education:

What main means of transport do you usually use to travel to school/ college/ university?



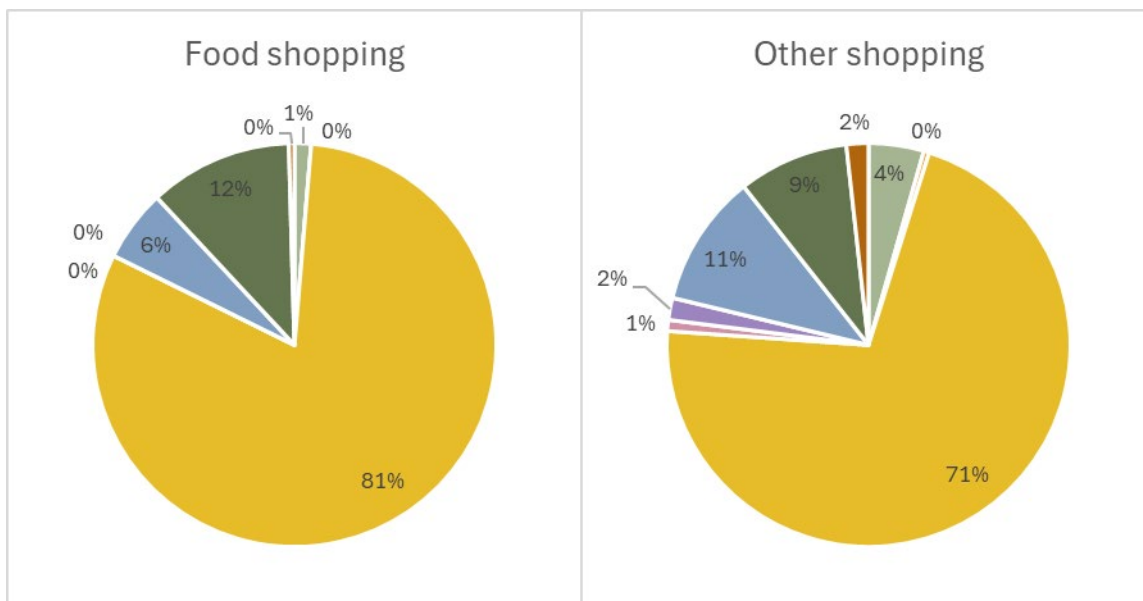
Sample: 69





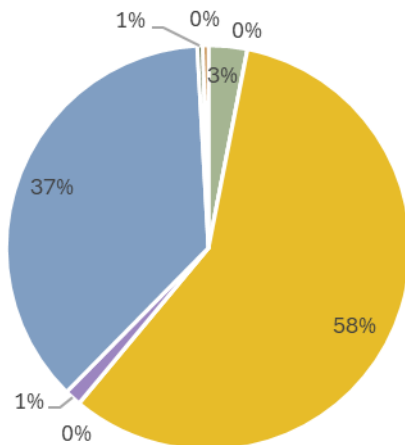
### What method of transport do you use for the following types of journeys?

- Bus
- Train
- Car (driving/passenger)
- Taxi
- Bicycle
- Walk
- Online
- Not applicable

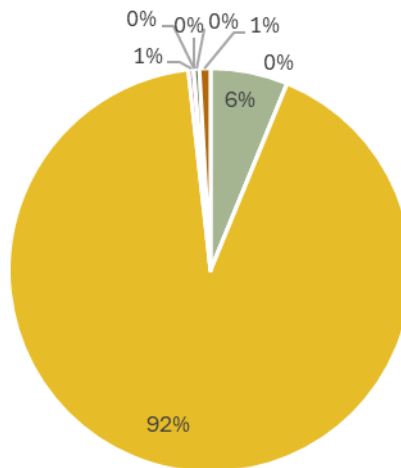




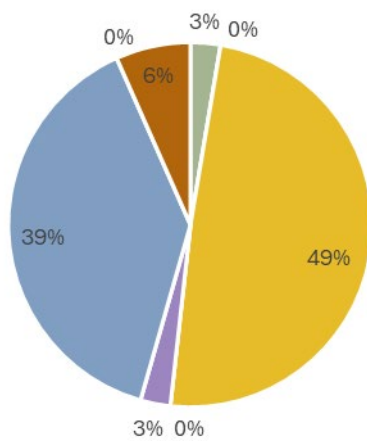
GP appointment



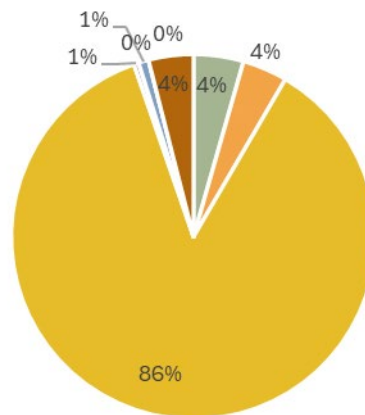
Hospital appointment



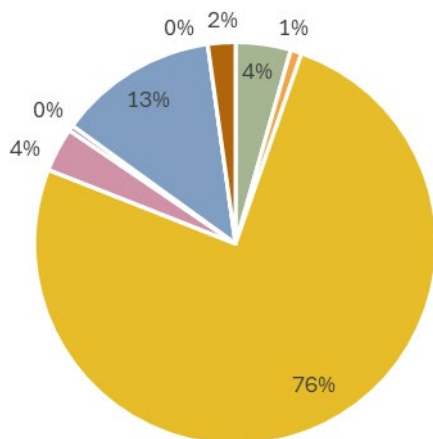
Leisure destinations within your home town



Leisure destinations outside your home town

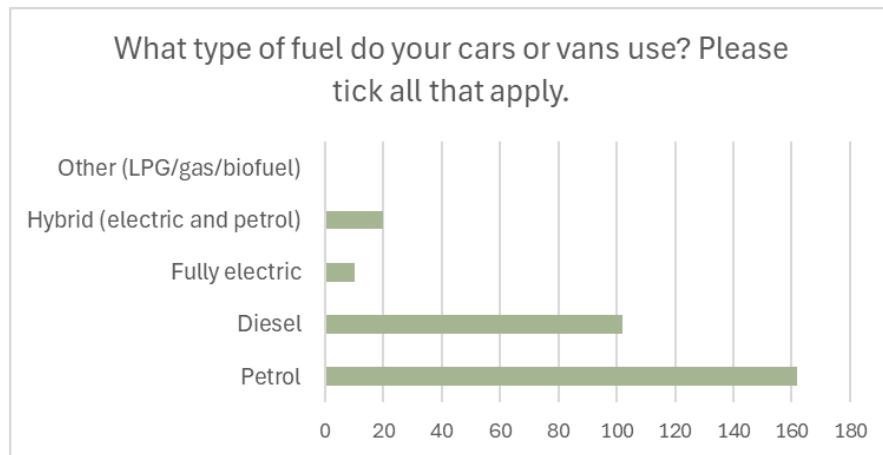


Socialising

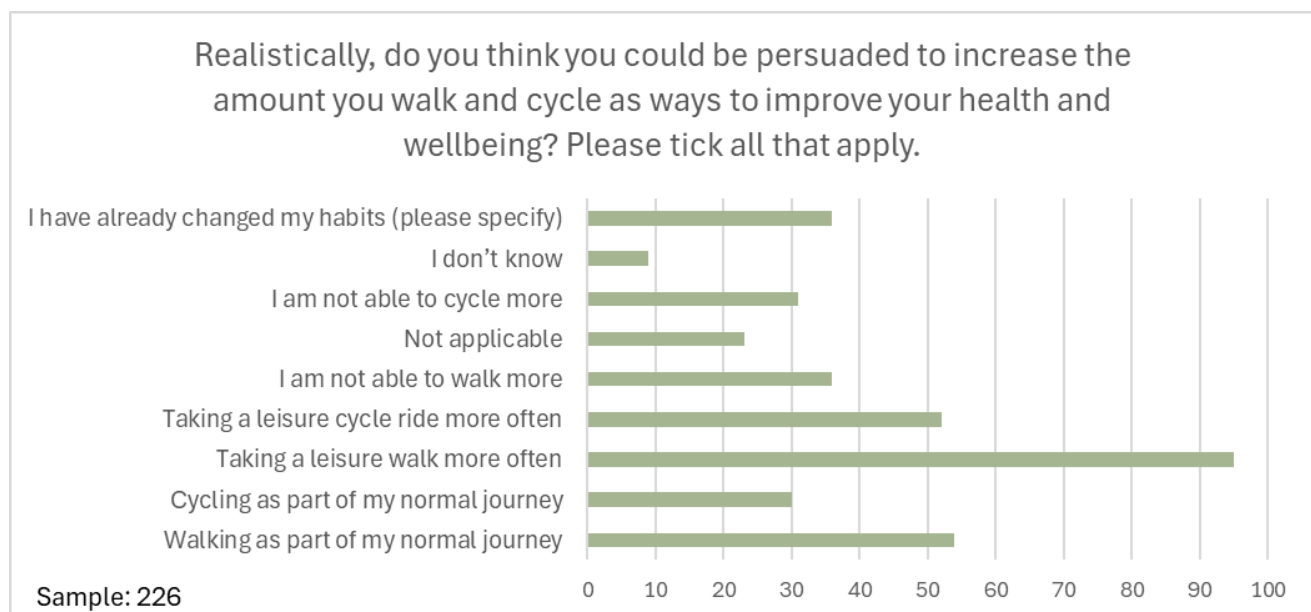
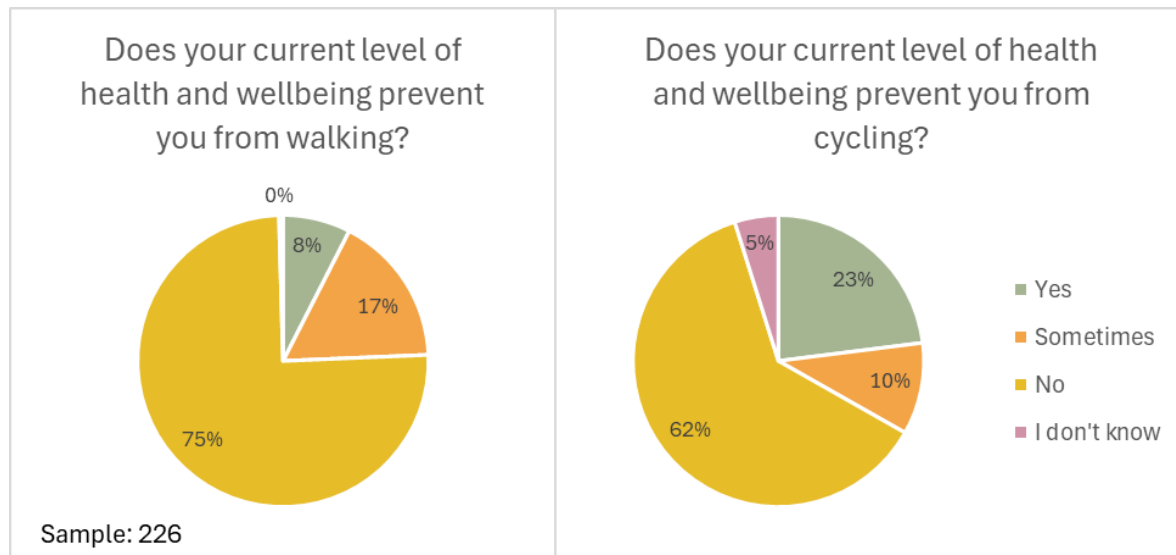




## Fuel type:



## 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.

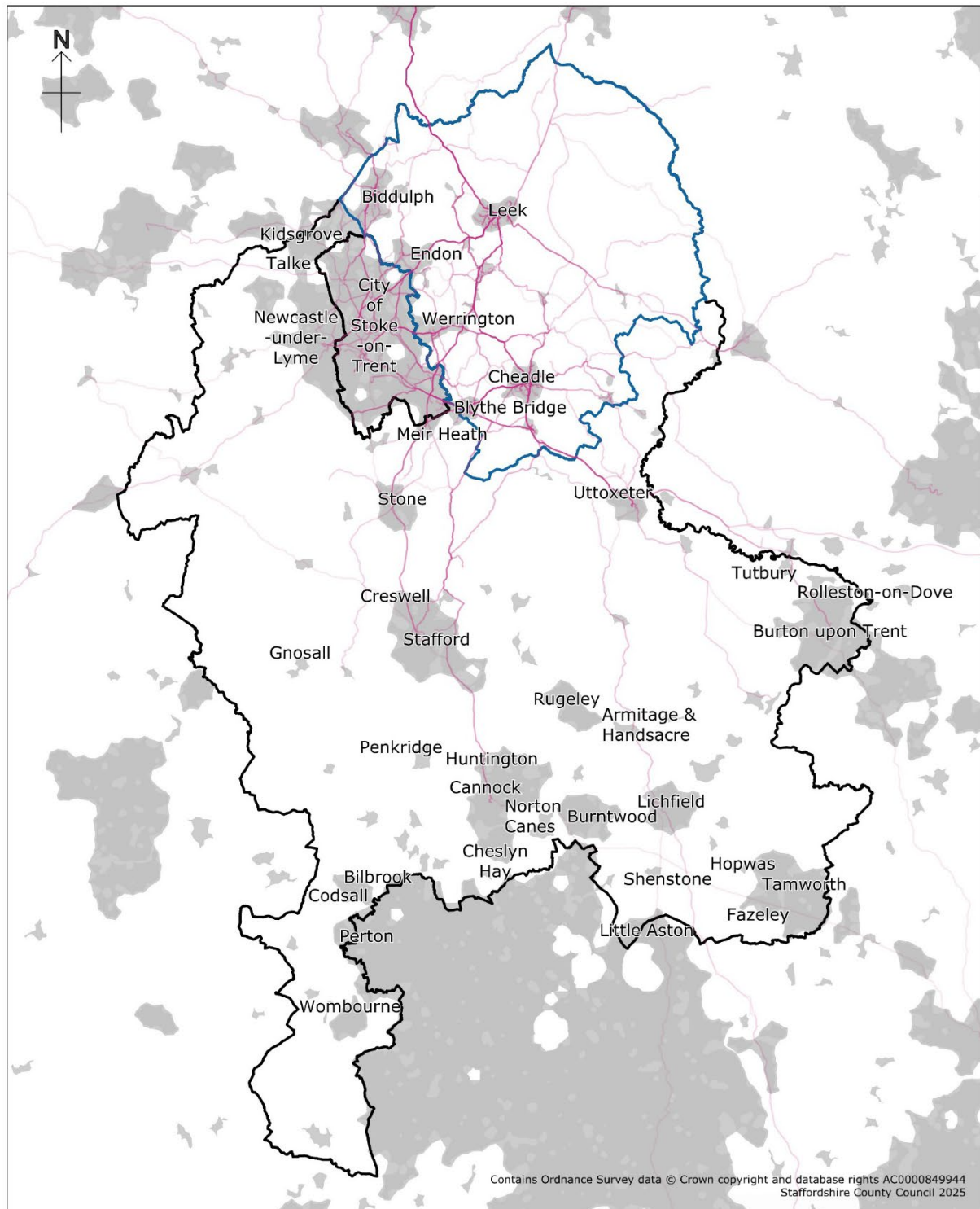
**Trip Rate:**

On average, Staffordshire Moorlands residents made 2.5 trips per day.





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



- Staffordshire County boundary
- Staffordshire Moorlands District boundary
- Staffordshire Moorlands District residents' trips - stronger colour represents more trips
- Urban areas

Scale: 1:400000



## Staffordshire Moorlands

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### 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.



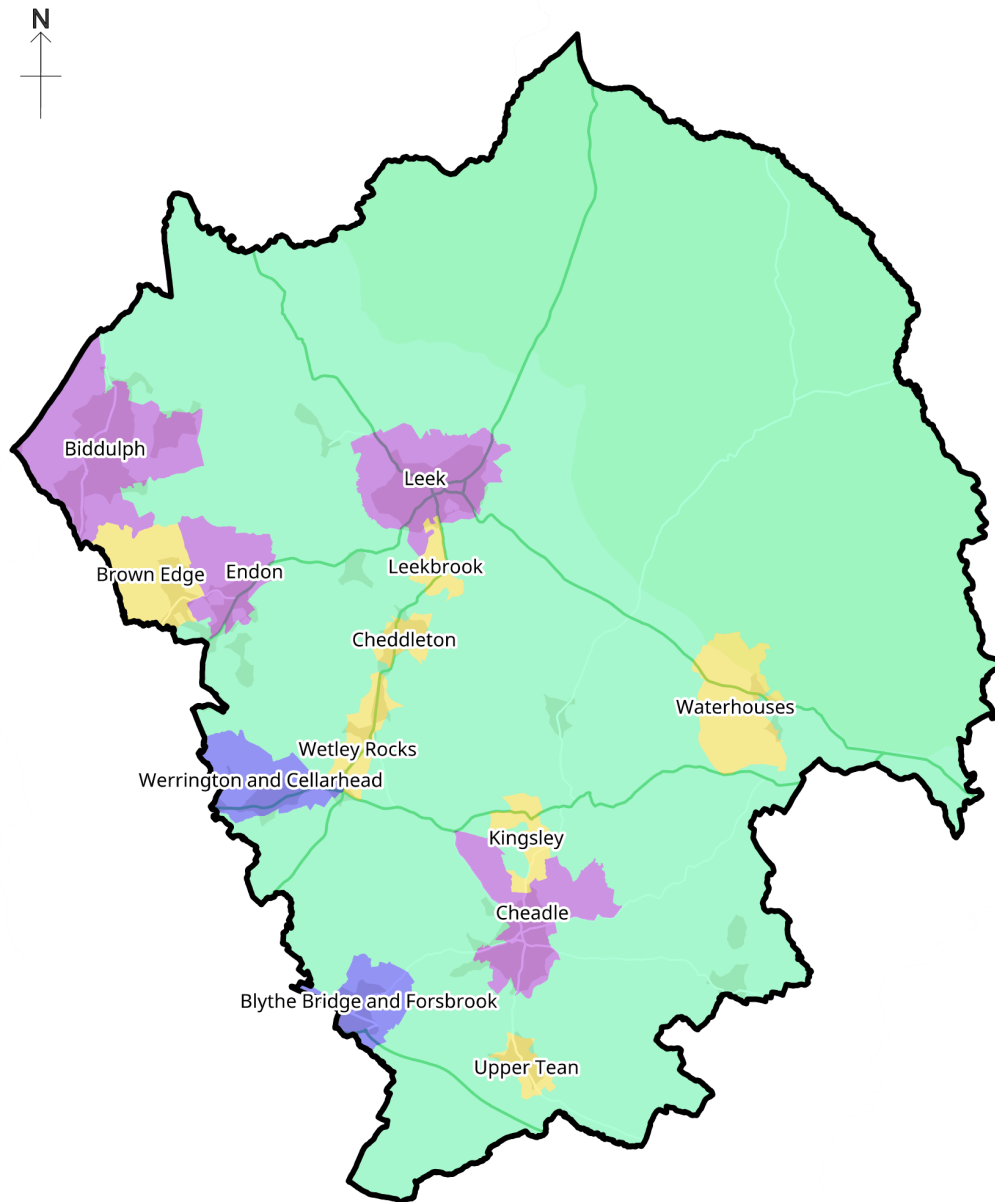


## Capability to Achieve Suitable Travel



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Staffordshire County Council 2025



Scale: 1:160000

- 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



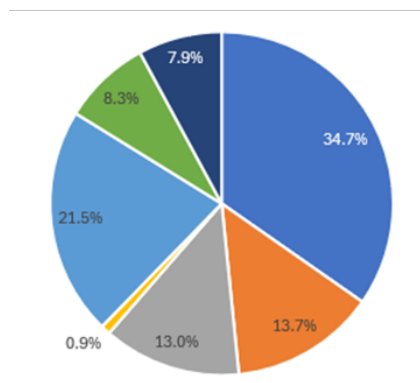
## 4. Employment destinations (Census 2011 and 2021)

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:

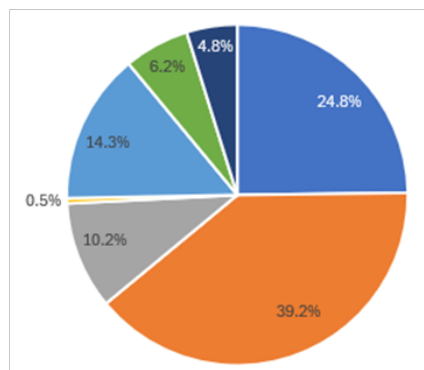
- a nationwide lockdown was still in place, with government guidance requiring people to work from home wherever possible. Therefore, work from home is likely to be more prevalent than it would have otherwise been.
- people being supported by furlough were instructed to identify as temporarily away from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

### Staffordshire Moorlands – Census Travel to Work

2011



2021



- |                                   |                                    |
|-----------------------------------|------------------------------------|
| ■ % Work in District              | ■ % Work from Home                 |
| ■ % Work in other Staffs District | ■ % Work in West Midlands          |
| ■ % Work in Stoke on Trent        | ■ % largest other district outflow |
| ■ % Remainder                     |                                    |

Other than Stoke-on-Trent and the other Staffordshire districts, the largest single outflow from the Staffordshire Moorlands in the 2011 and 2021 Censuses is to Cheshire East.

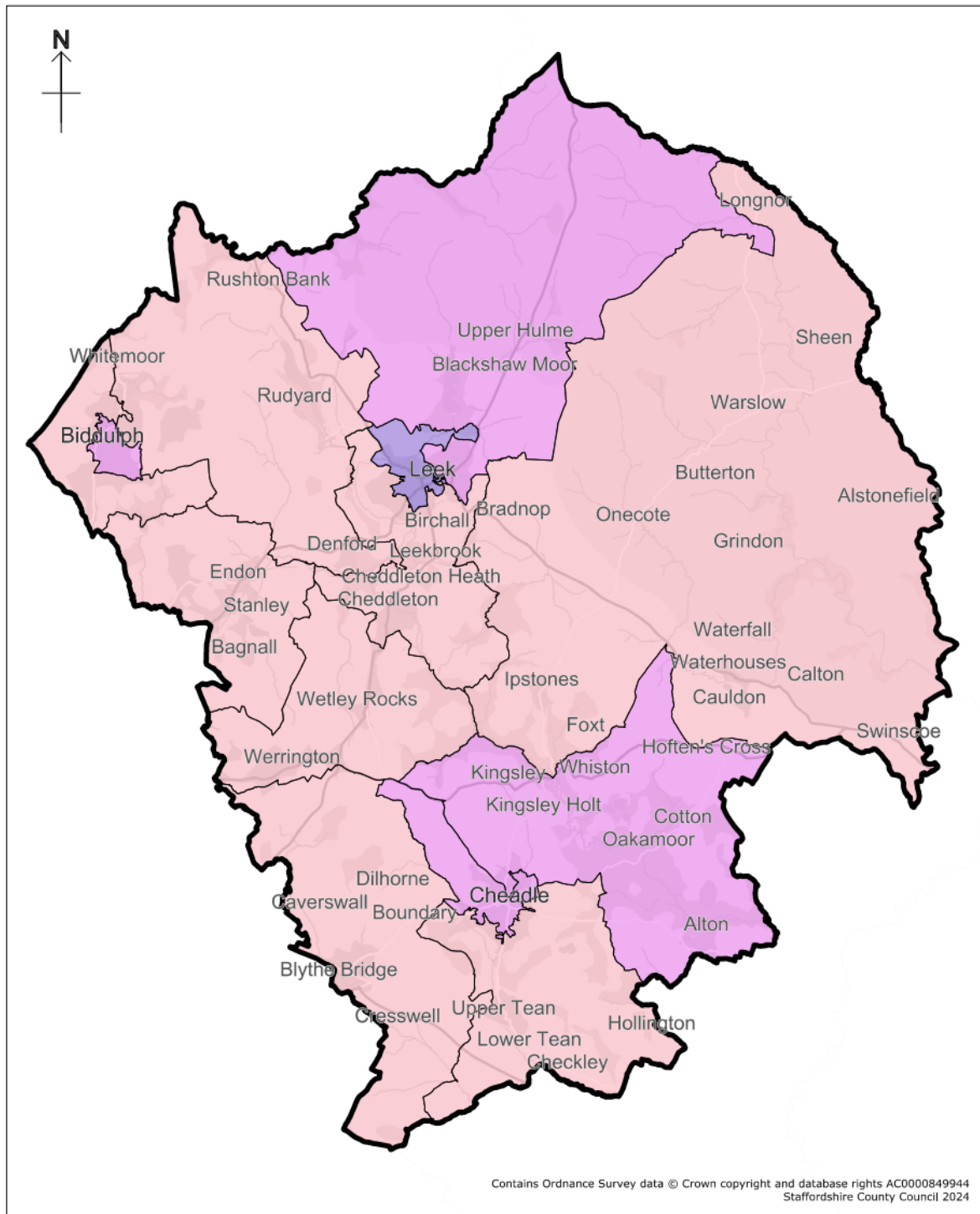


## 5. Car ownership (Census 2011 and 2021)

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.







- 5%-15%
- 15%-25%
- 25%-35%
- 35%+

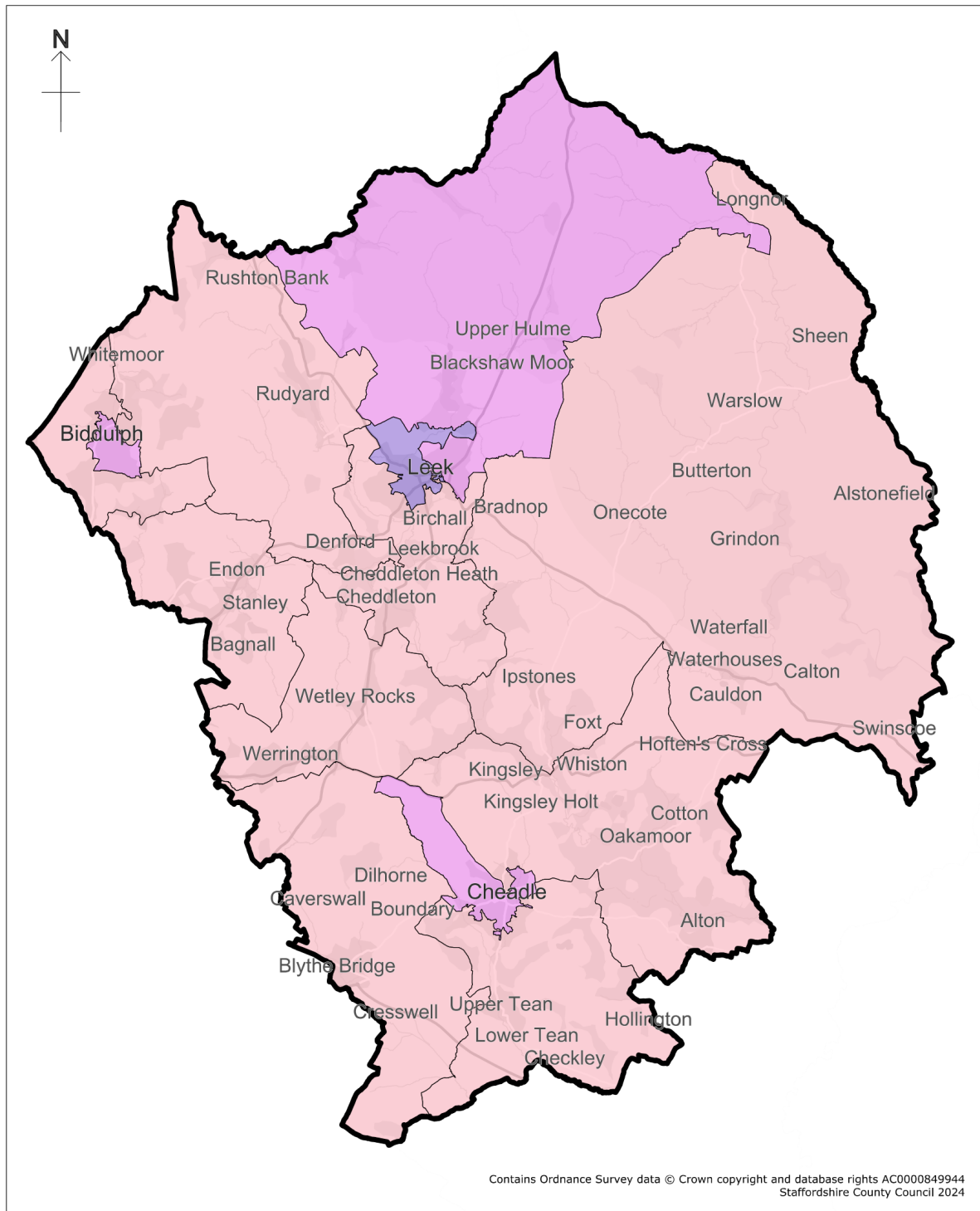
Scale: 1:160000



## 2011 Census Car Ownership: Households Without a Car

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- 5%-15%
- 15%-25%
- 25%-35%
- 35%+

Scale: 1:160000



## 2021 Census Car Ownership: Households Without a Car

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## 6. 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.

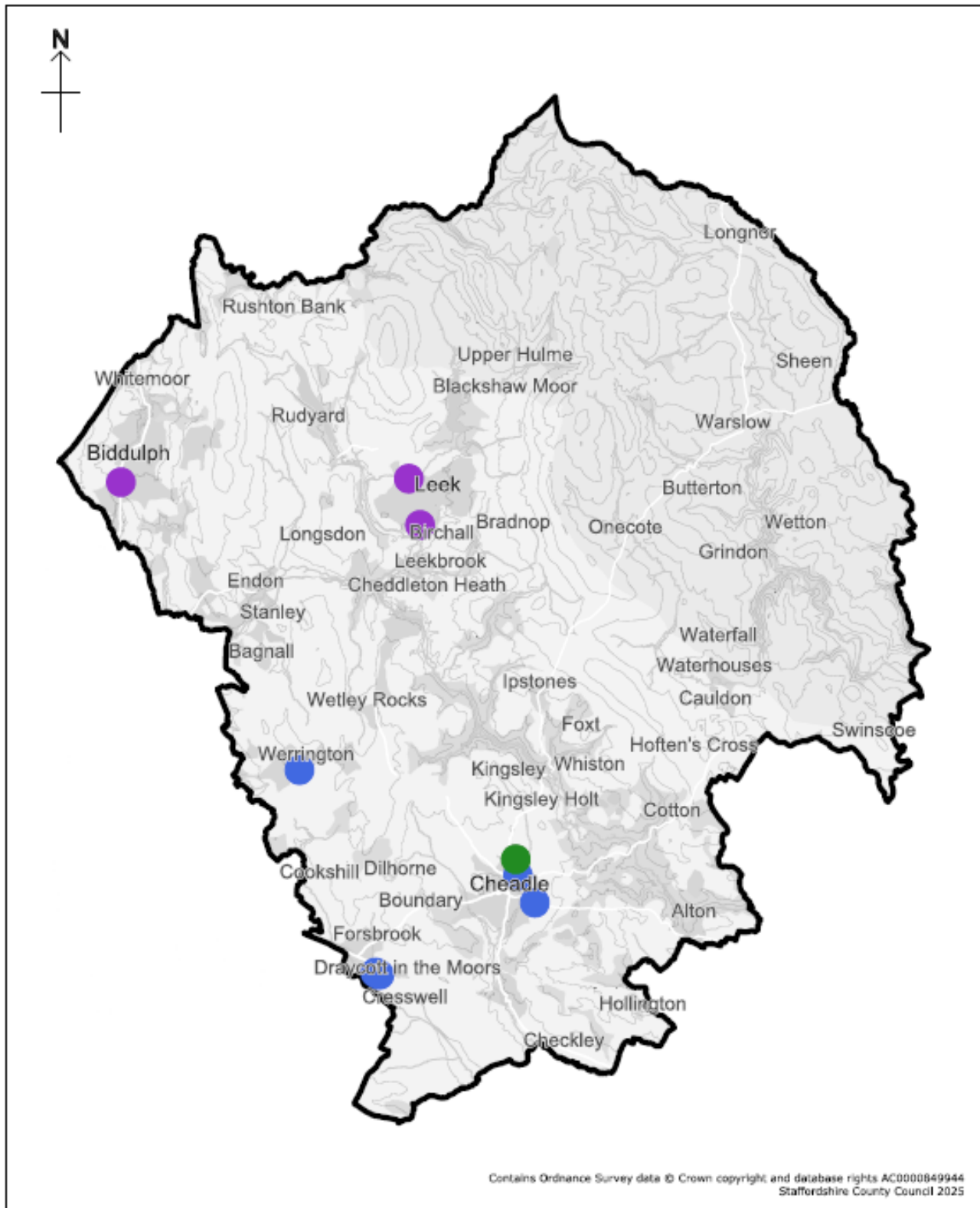
Travel plans must be based on the forecast trips included in the transport assessment and must contain a commitment to undertake traffic counts as part of the monitoring regime. The journey to school is a key trip and Staffordshire will now also collect a contribution to delivering a school travel plan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







### Type of travel plan



Employment



District boundary



Residential



Mixed

Scale: 1:170000



Staffordshire  
County Council

Travel Plan Monitoring in

Staffordshire Moorlands District

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## 7. Strategic and Major Road Network

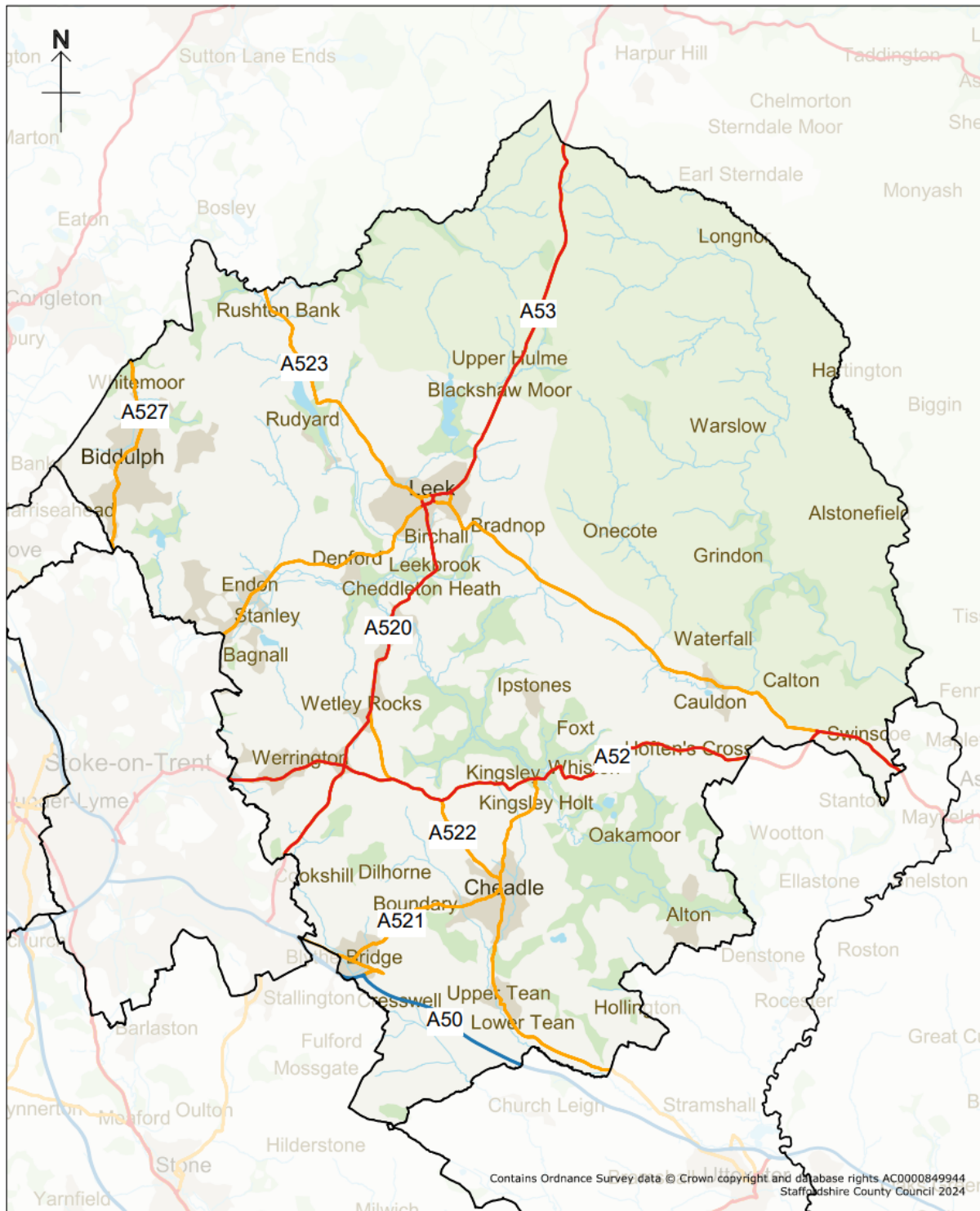
The Strategic Highway Network is managed by National Highways and comprises motorways and trunk roads. The only exception is M6 Toll which is privately managed.

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.







- Strategic Highway Network
- Major Road Network
- A Roads

Scale: 1:170000



## Staffordshire Moorlands Road Network

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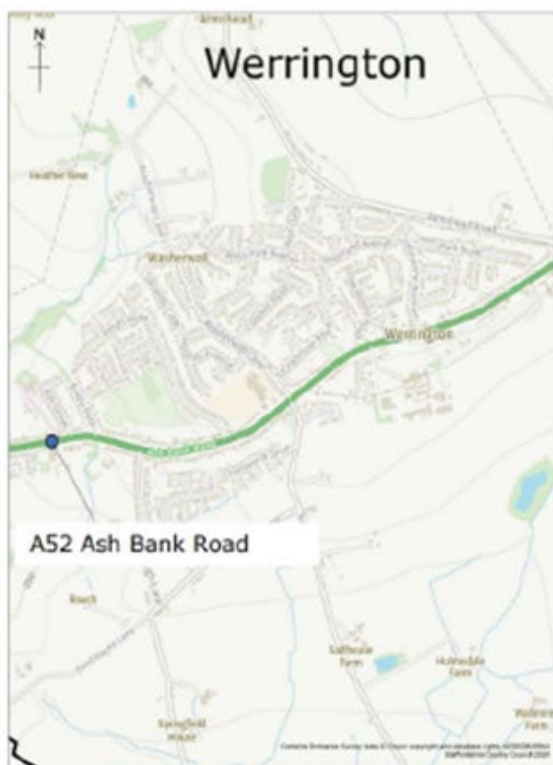
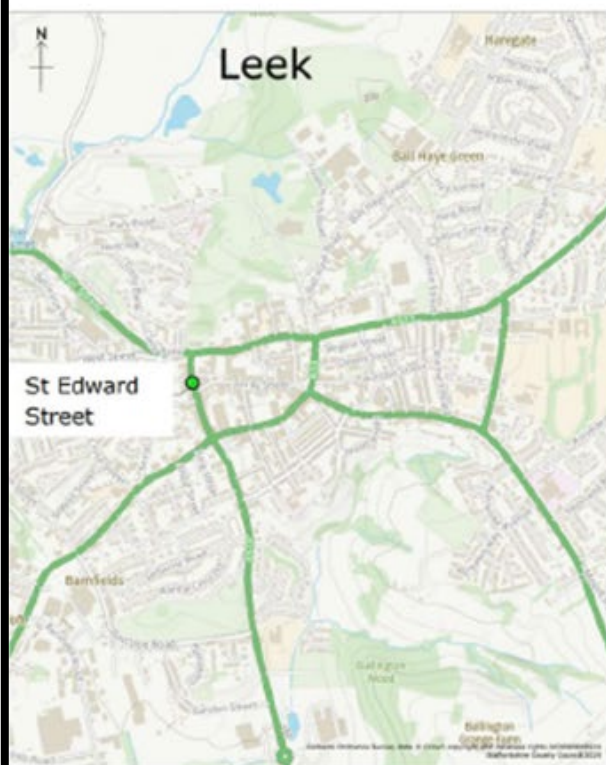
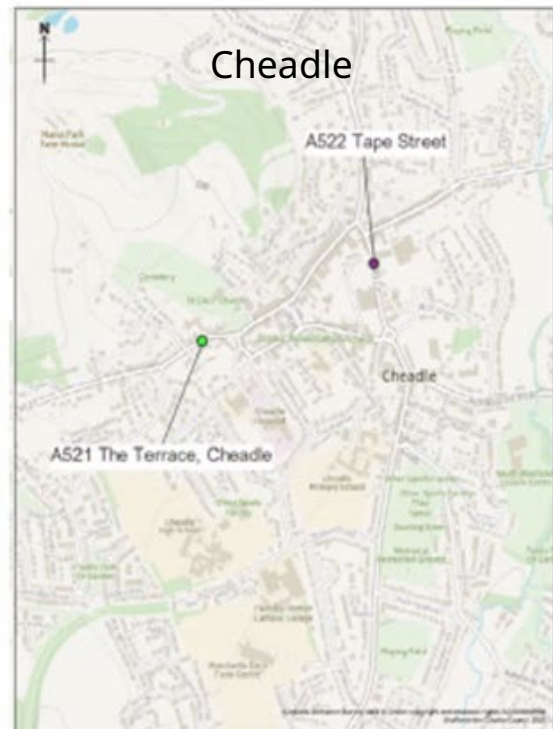
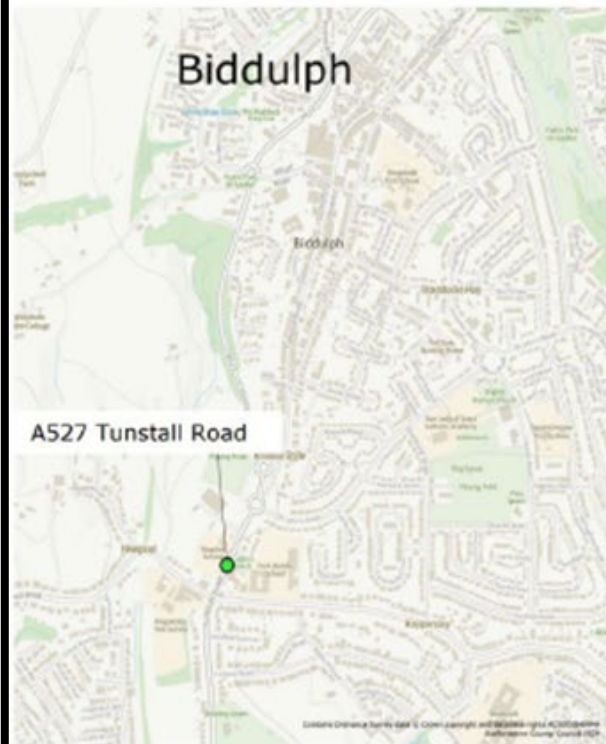
## 8. Traffic volumes

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.







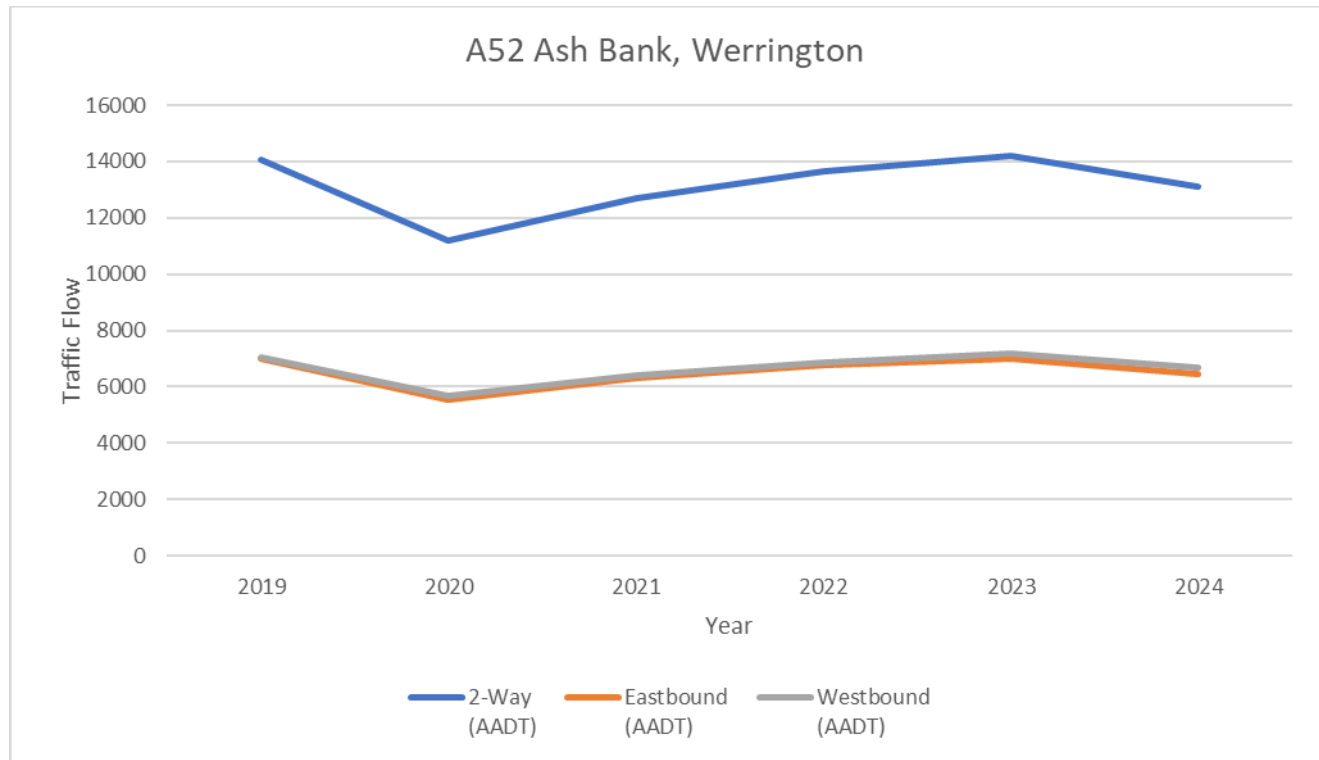
-  Pedestrian and Cycle Data
-  Time Series Vehicle Data
-  Vehicle Data



## 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.

### A52 Ash Bank Road, Werrington



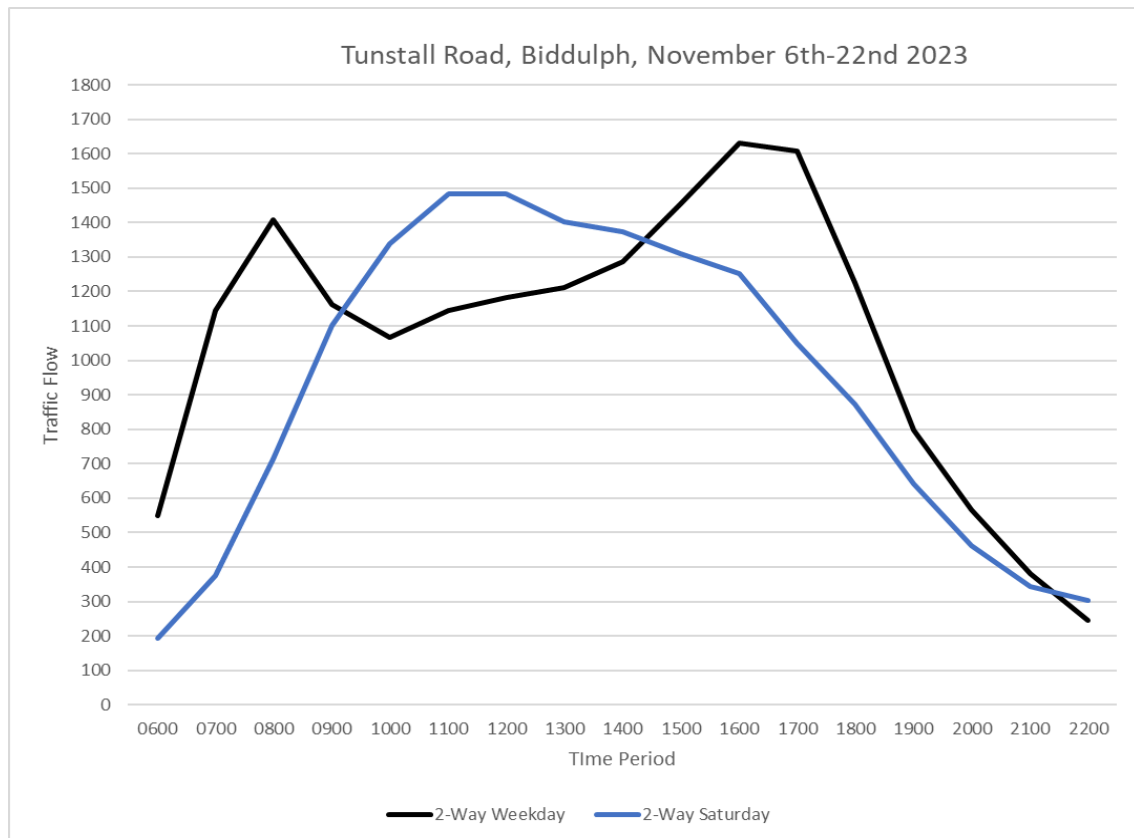


## Daily Traffic Trends

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

### A527 Tunstall Road, Biddulph

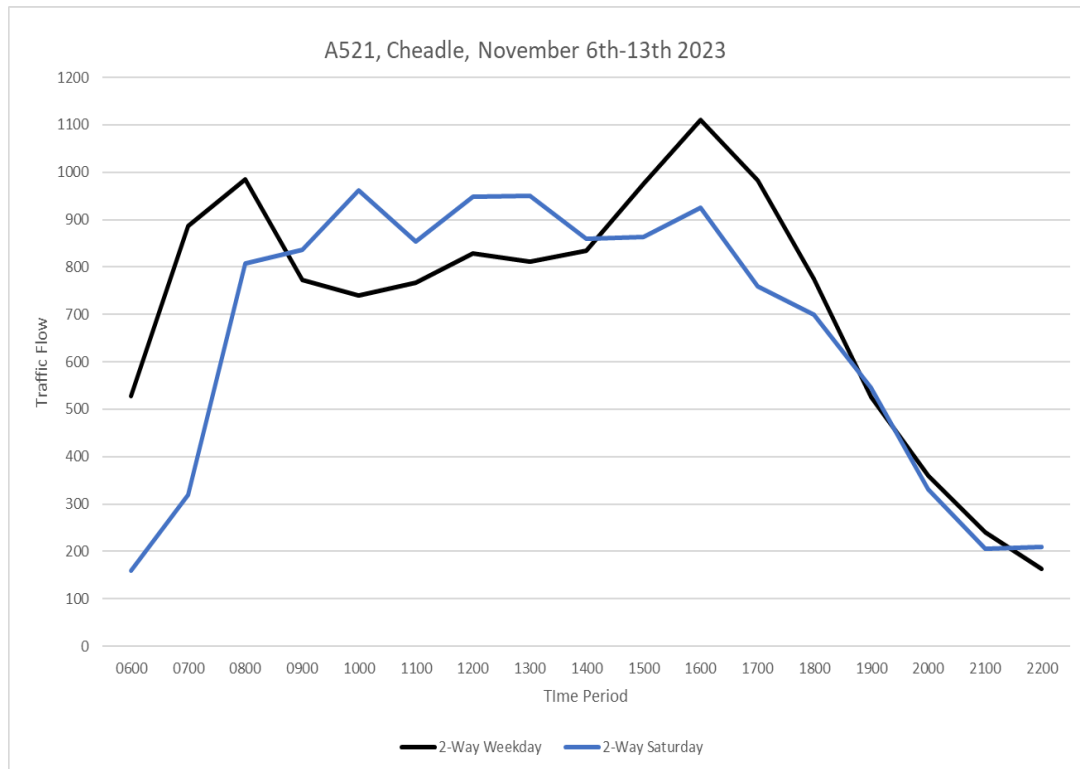
Survey Dates: 6<sup>th</sup> - 22<sup>nd</sup> November 2023





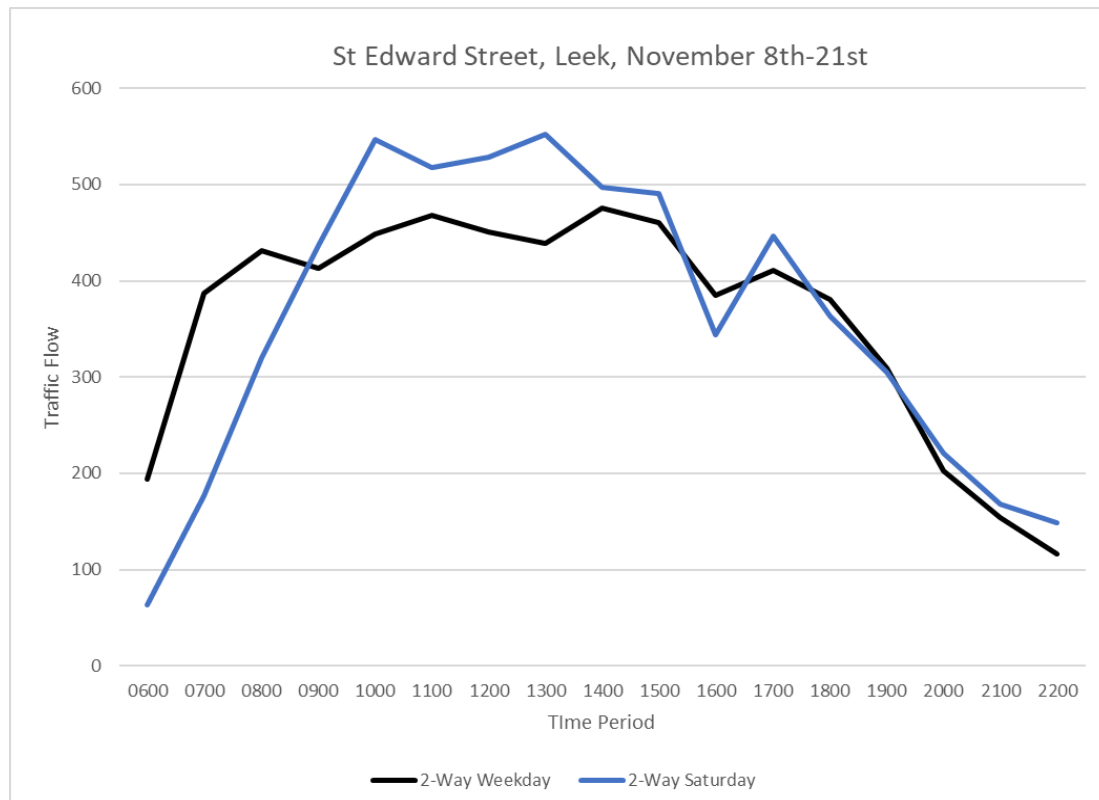
## A521 The Terrace, Cheadle

Survey Dates: 6<sup>th</sup> - 13<sup>th</sup> November 2023



## St Edward Street, Leek

Survey Dates: 8<sup>th</sup> - 21<sup>st</sup> November 2023





## 9. 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 Leek and for the MRN in Staffordshire Moorlands District.

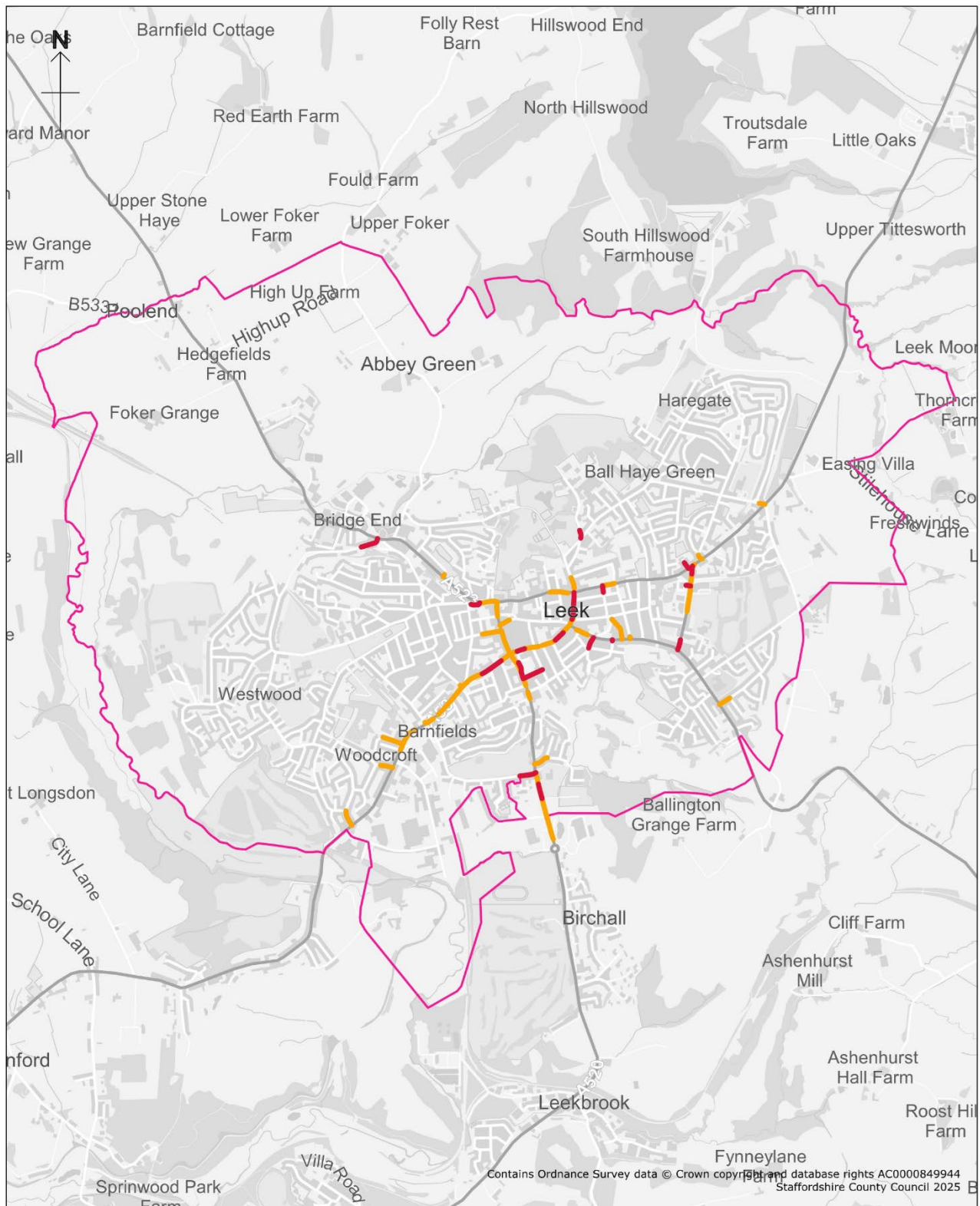
Normalised delays = delay/ free-flow travel time

- 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 time
- Travel time can be triple free flow time
- Settlement boundary

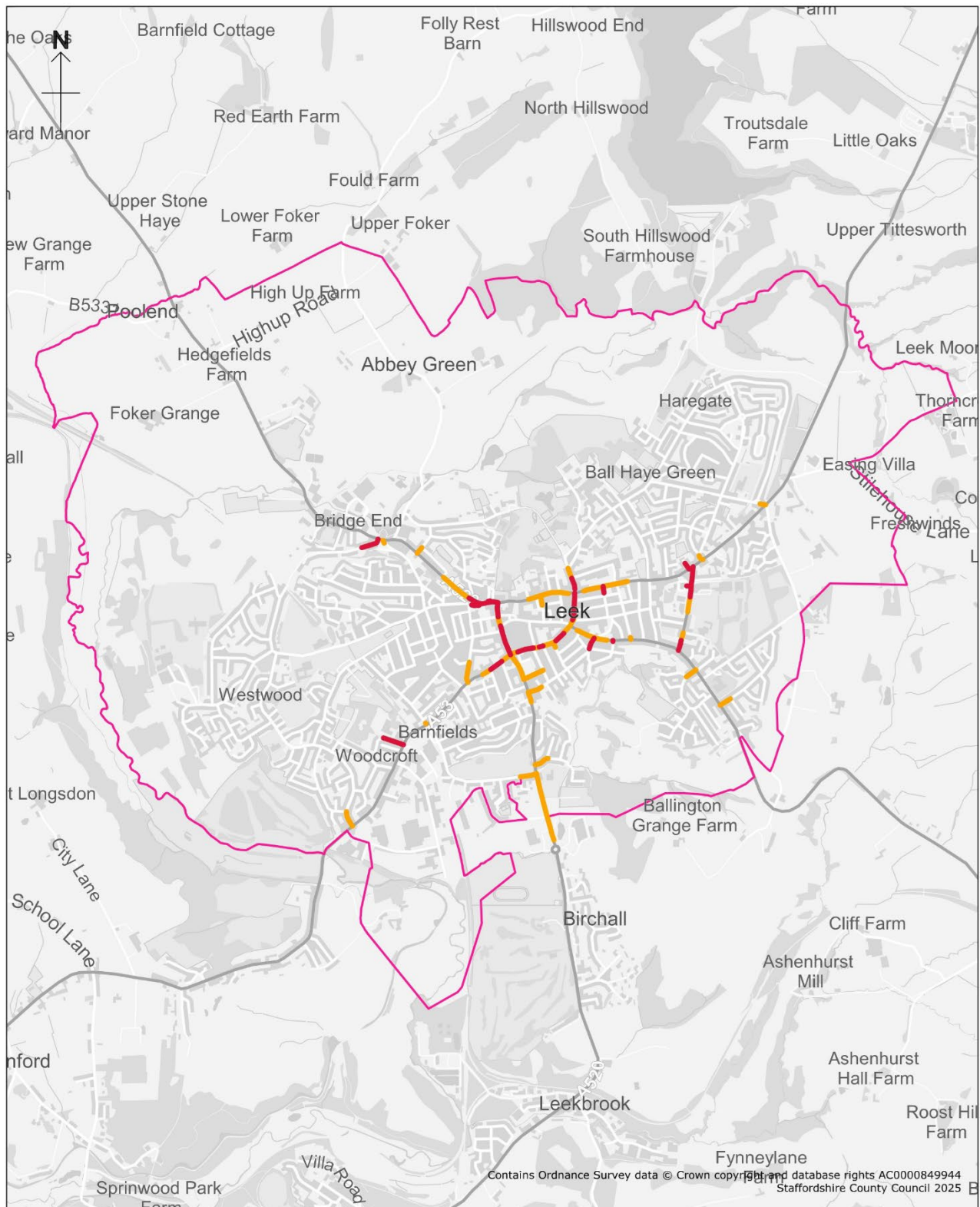
Scale: 1:26000



## Leek 2025 AM Peak Traffic Delays

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- Travel time can be double free flow time
- Travel time can be triple free flow time
- Settlement boundary

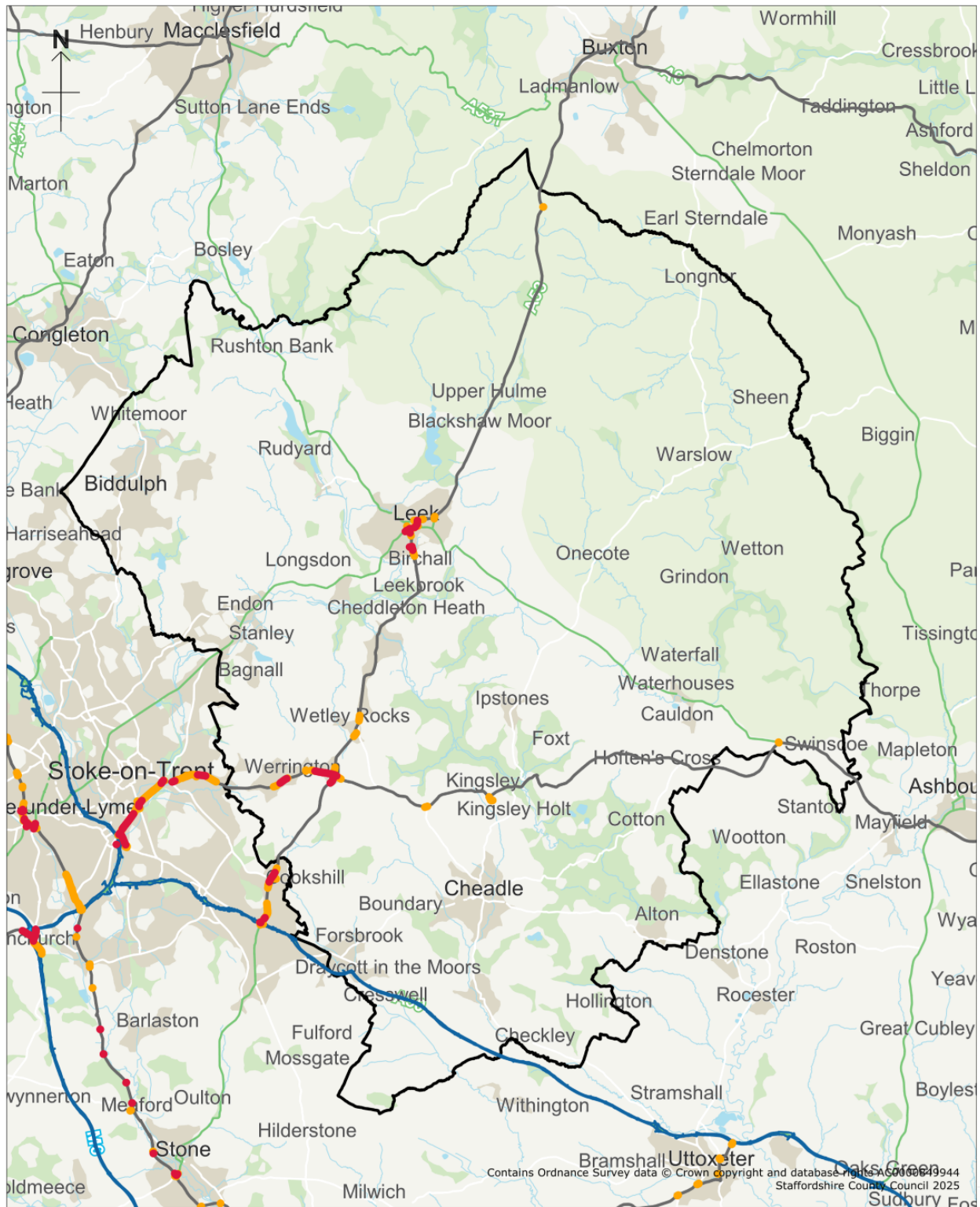
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## Leek 2025 PM Peak Traffic Delays

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

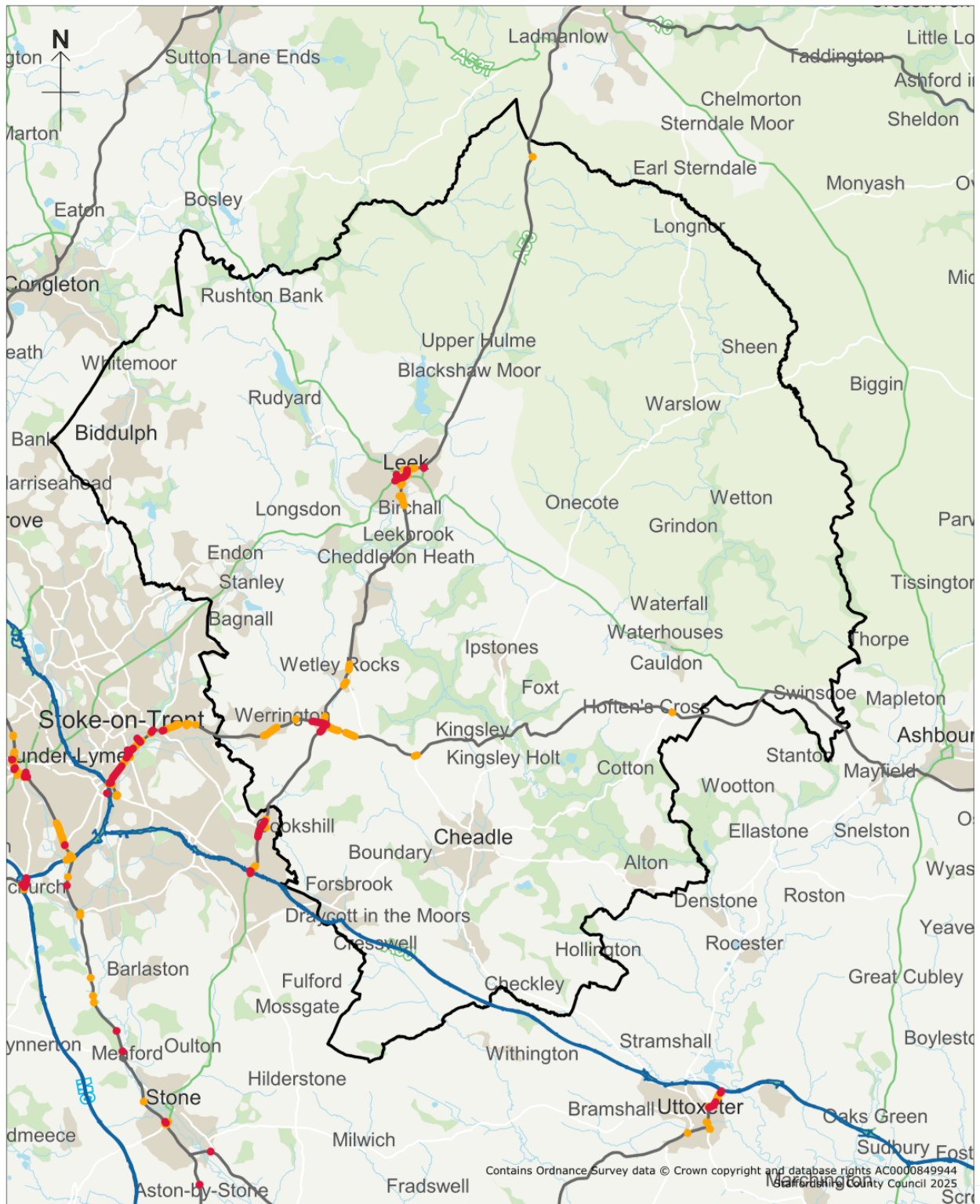
Scale: 1:180000



## Staffordshire Moorlands District MRN 2025 AM Peak Traffic Delays

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- 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



## Staffordshire Moorlands District MRN 2025 PM Peak Traffic Delays

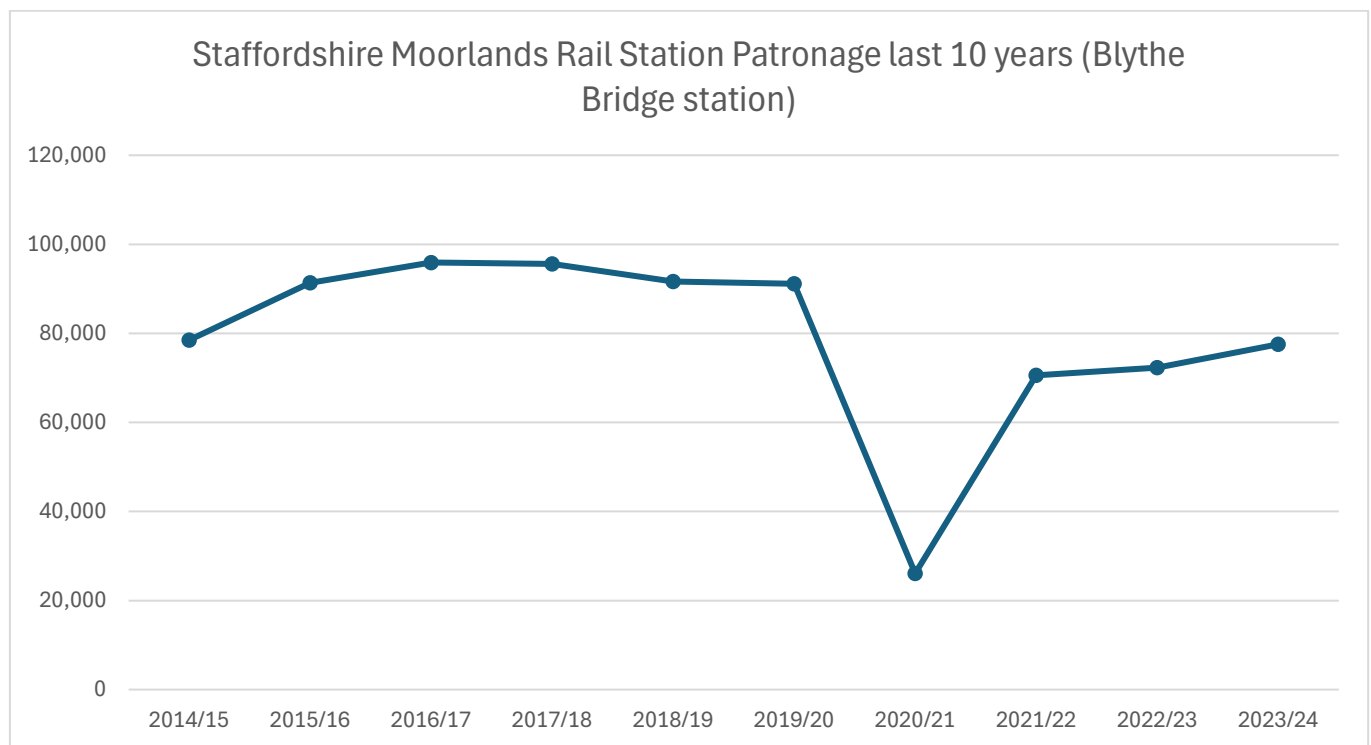
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## 10. Rail station footfall 2024

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 only station in the Staffordshire Moorlands is Blythe Bridge.





Top 10 rail destinations			
Station	Blythe Bridge		
Rank	Station name	No. of journeys	% of Total
1	Stoke-On-Trent	15,392	39.69%
2	Derby	3,764	9.71%
3	Nottingham	2,812	7.25%
4	Longton	2,093	5.40%
5	Uttoxeter	1,610	4.15%
6	Manchester Piccadilly	1,226	3.16%
7	Sheffield	995	2.57%
8	Leicester	781	2.01%
9	Crewe	695	1.79%
10	London Euston	506	1.30%

Station	Level of Accessibility					
	Patronage 2023 / 24	Inclusive Access	Cycle Access to station	Access to bus services	Overall Access score (out of 7)	Comment
Blythe Bridge	77,568	Y	0	1	2	

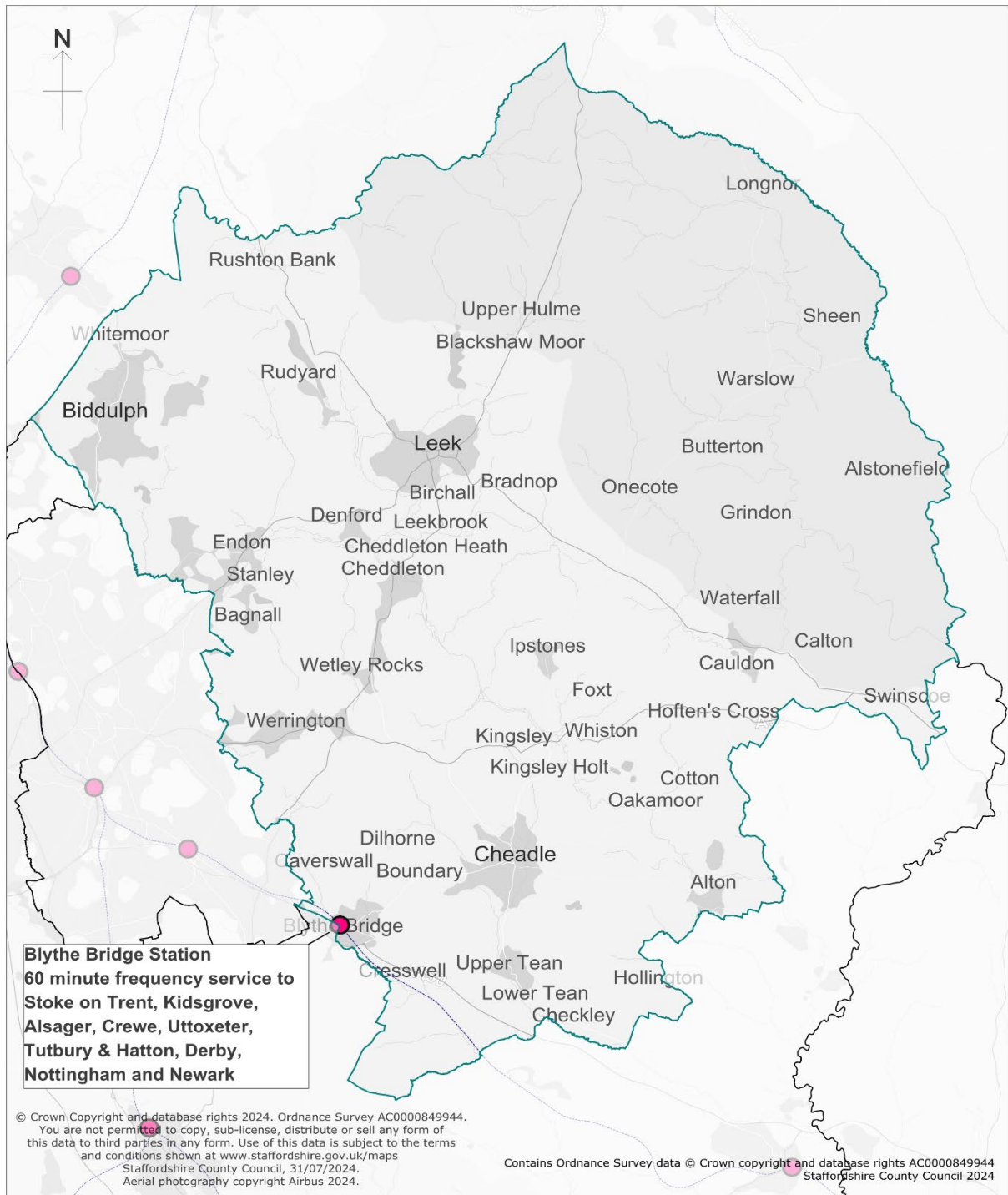


## 11. Rail services 2024

Rail services in Staffordshire Moorlands District are provided by East Midlands Railway. Blythe Bridge Station is served by an hourly service between Crewe, Stoke-on-Trent, Uttoxeter, Derby and Nottingham. 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
Blythe Bridge	N	N	Y	Y	N	Y





- District Boundary
- County Boundary
- Railway Line
- Railway Station

Scale: 1:163000



## Rail Services in the Staffordshire Moorlands - Frequencies and stations served

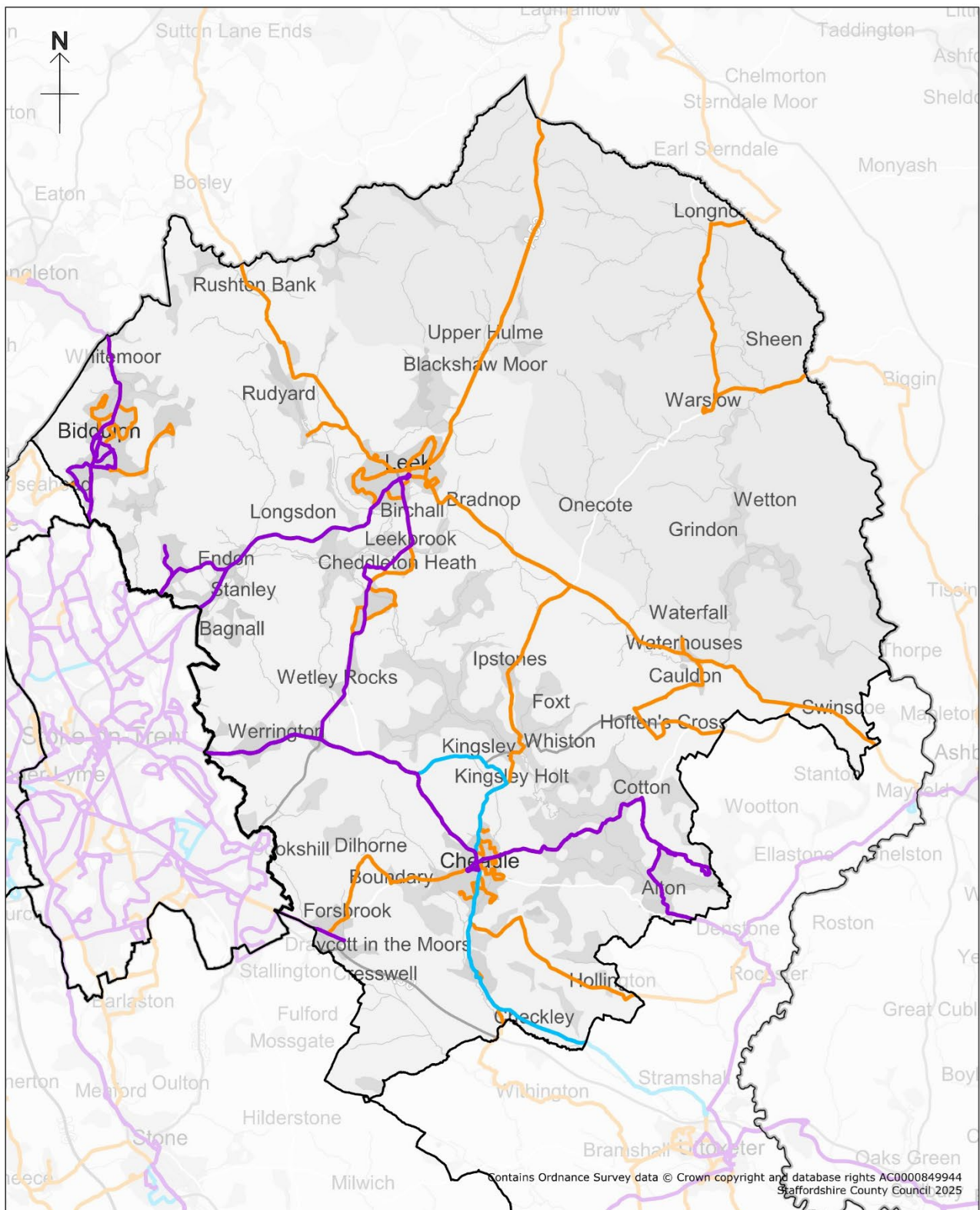


## 12. Commercial and subsidised bus network

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.







- Commercial
- Part Subsidised
- Subsidised

Scale: 1:170000



## Staffordshire Moorlands Bus Services

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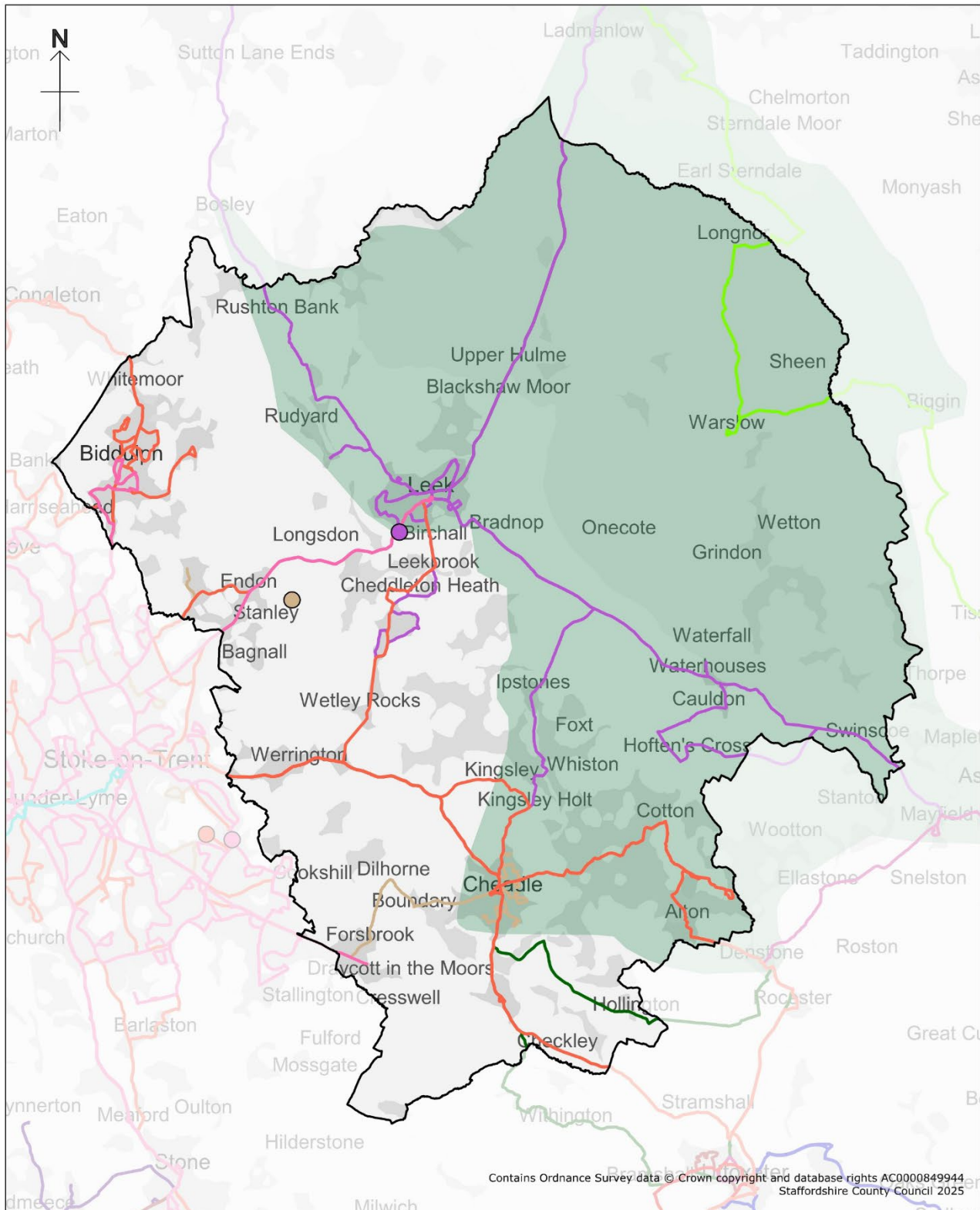


## 13. Bus routes by operator









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.







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Staffordshire County Council 2025

-  High Peak
-  Stanton's
-  Taxico
-  Bus depots
-  D&G
-  First
-  Ashbourne Little Bus
-  Moorlands Connect Project Area

Scale: 1:170000



## Staffordshire Moorlands Bus Routes Oct25

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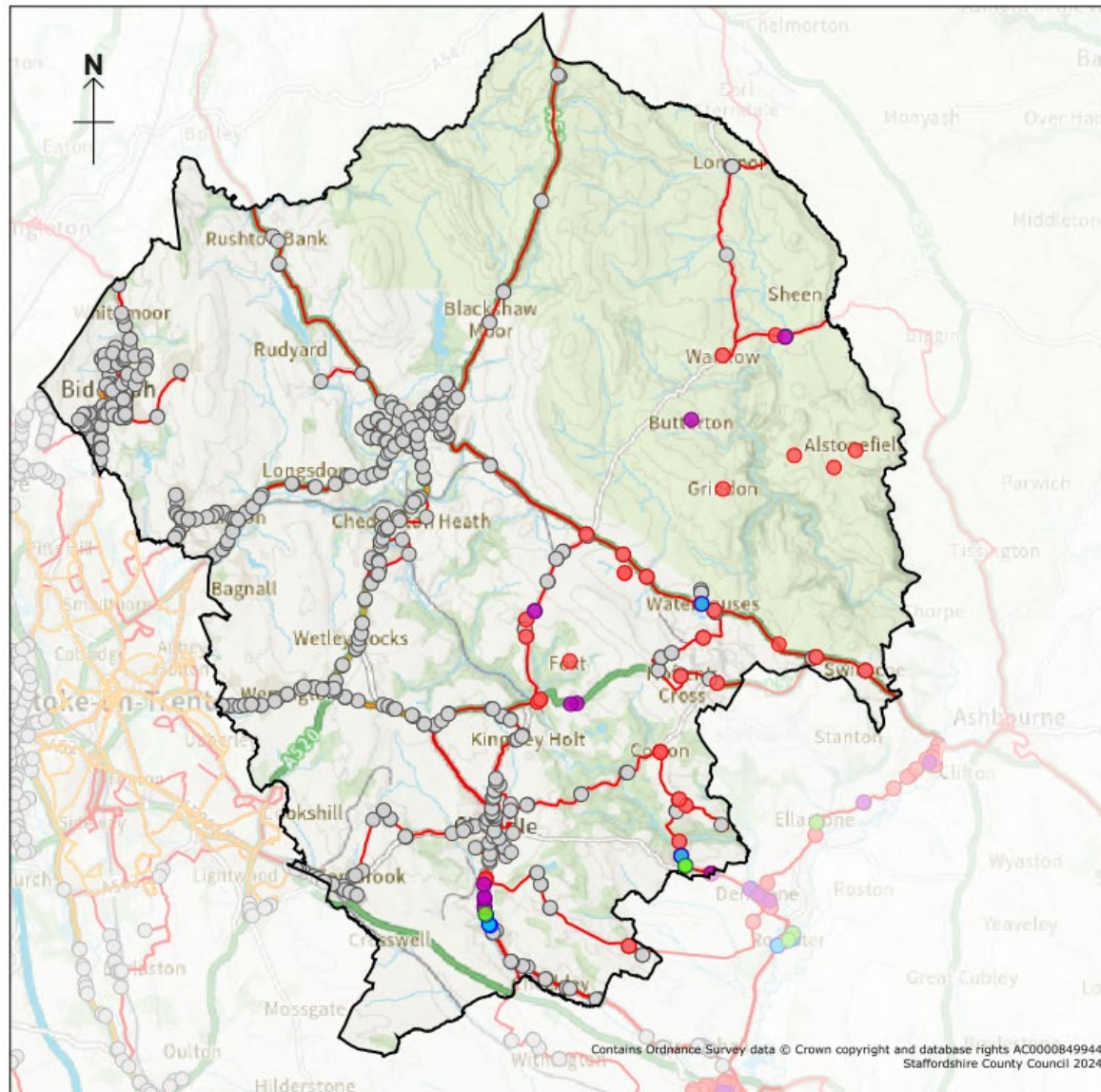


## 14. Bus stop accessibility

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.







## Accessibility Status of Bus Stops in Staffordshire Moorlands

- 30 Minute or Less Frequency Buses
- 30 Minute or More Frequency Buses
- Tier 1 Settlements
- Bus Stops with a Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with a Pedestrian Access Dropped Kerb, and No Raised Platform
- Bus Stops with No Pedestrian Access Dropped Kerb, and a Raised Platform
- Bus Stops yet to be Surveyed

Scale: 1:300000

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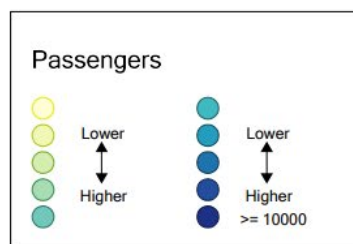
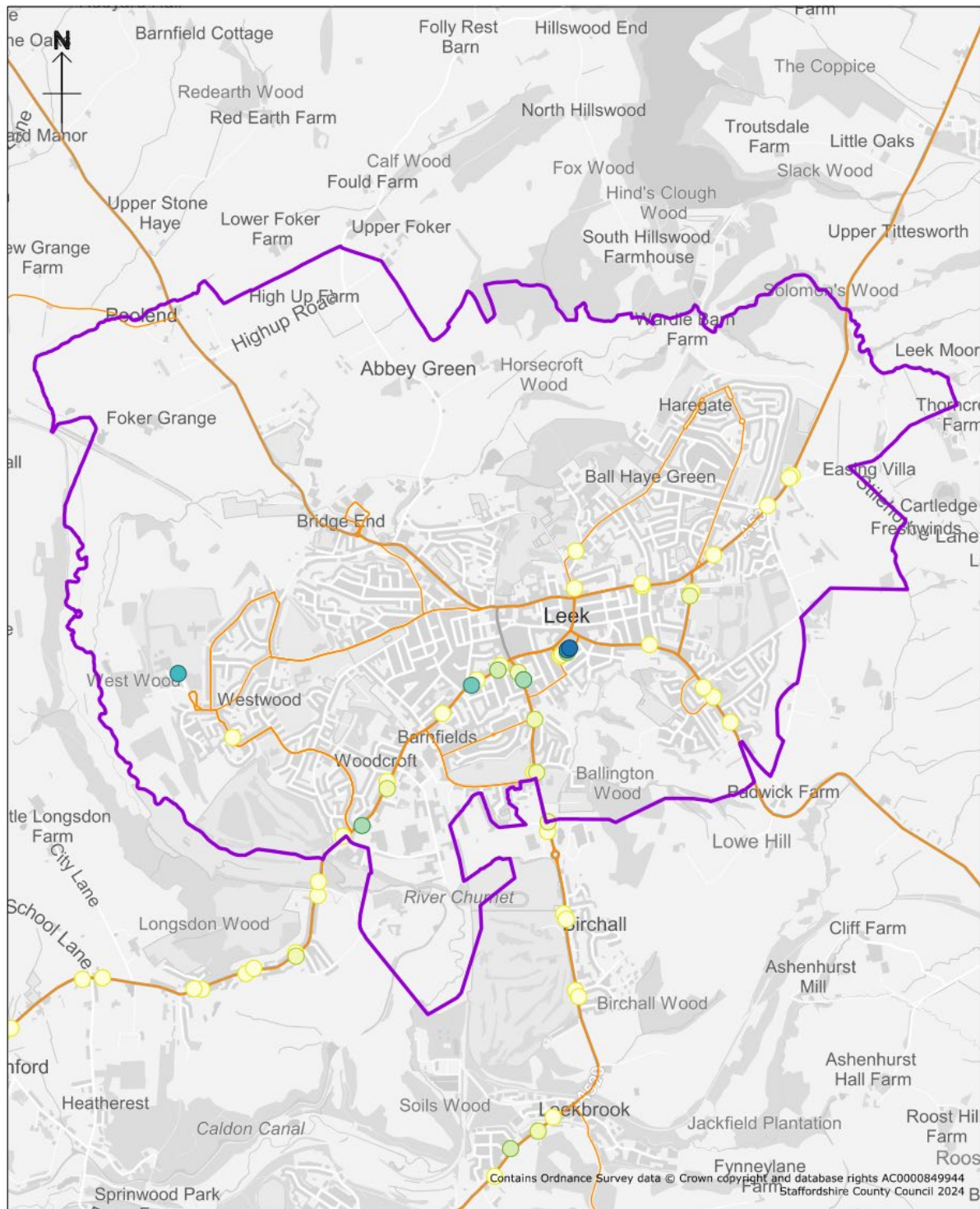


## 15. Bus stop patronage (Sept 2023)

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.







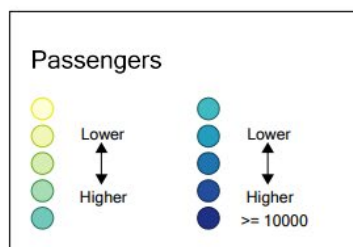
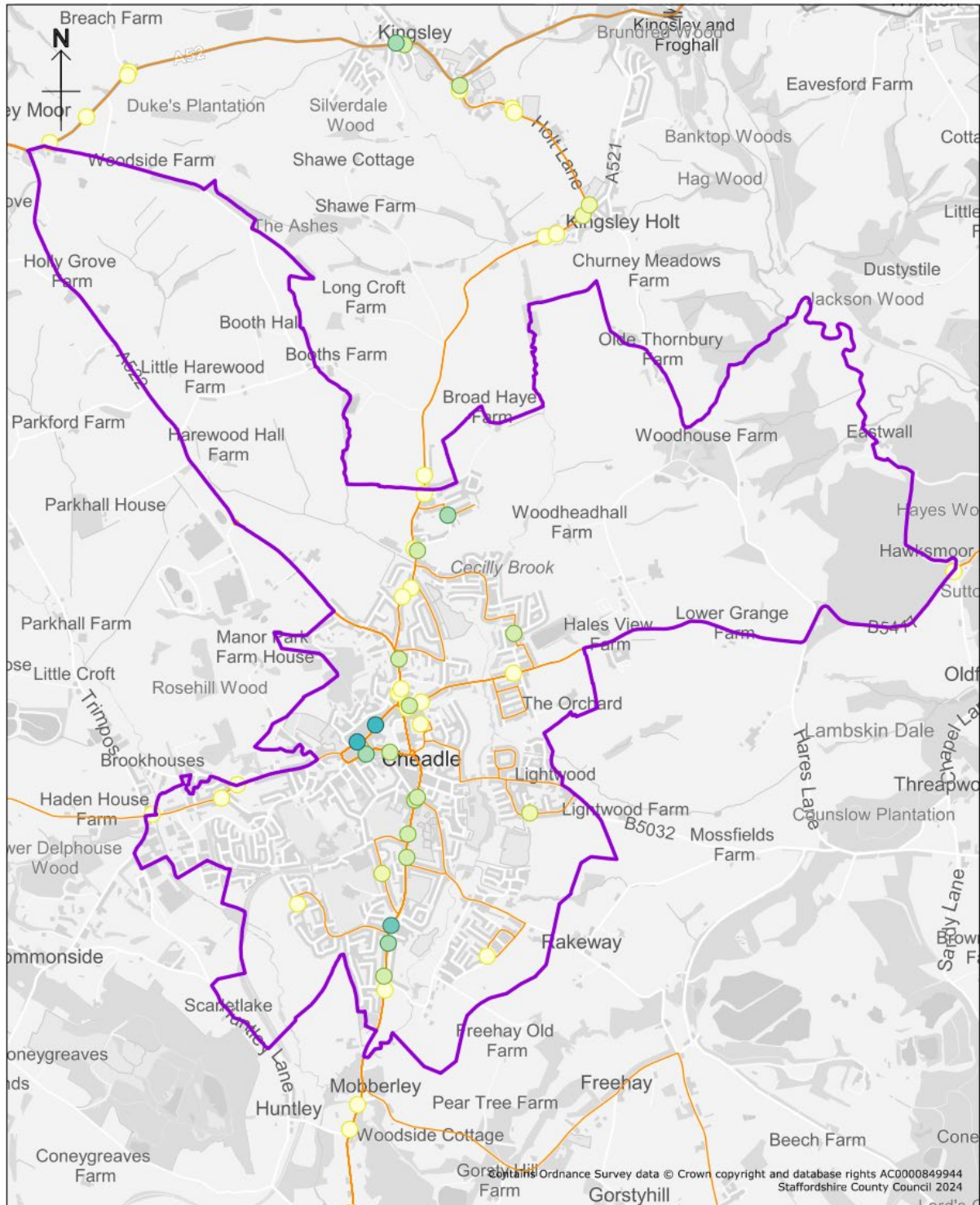
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## Leek Bus Stop Patronage September 2023

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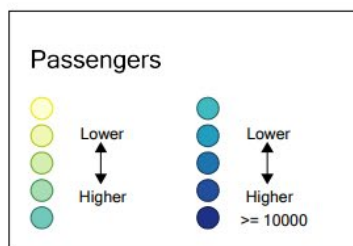
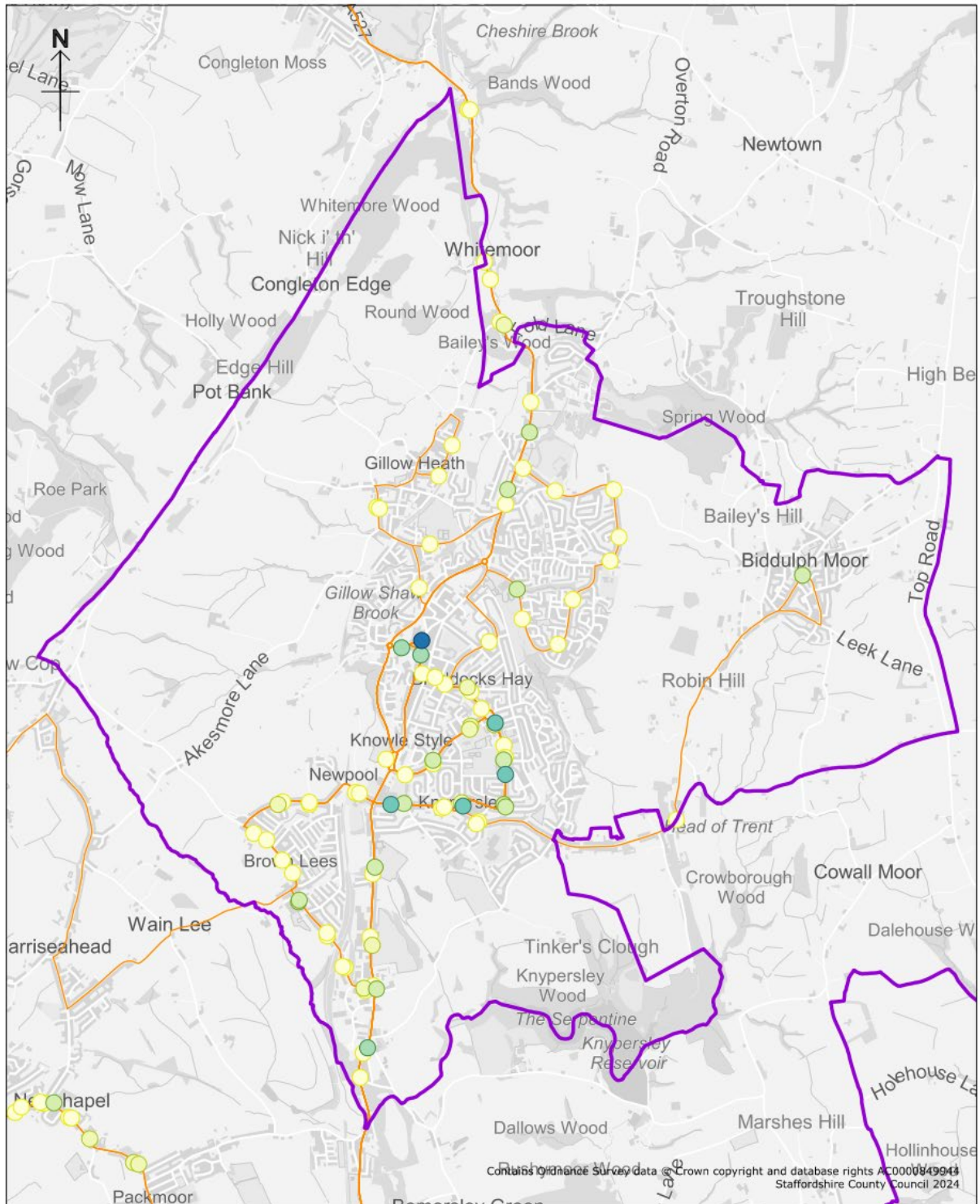
Scale: 1:27000



## Cheadle Bus Stop Patronage September 2023

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Scale: 1:31000



## Biddulph Bus Stop Patronage September 2023

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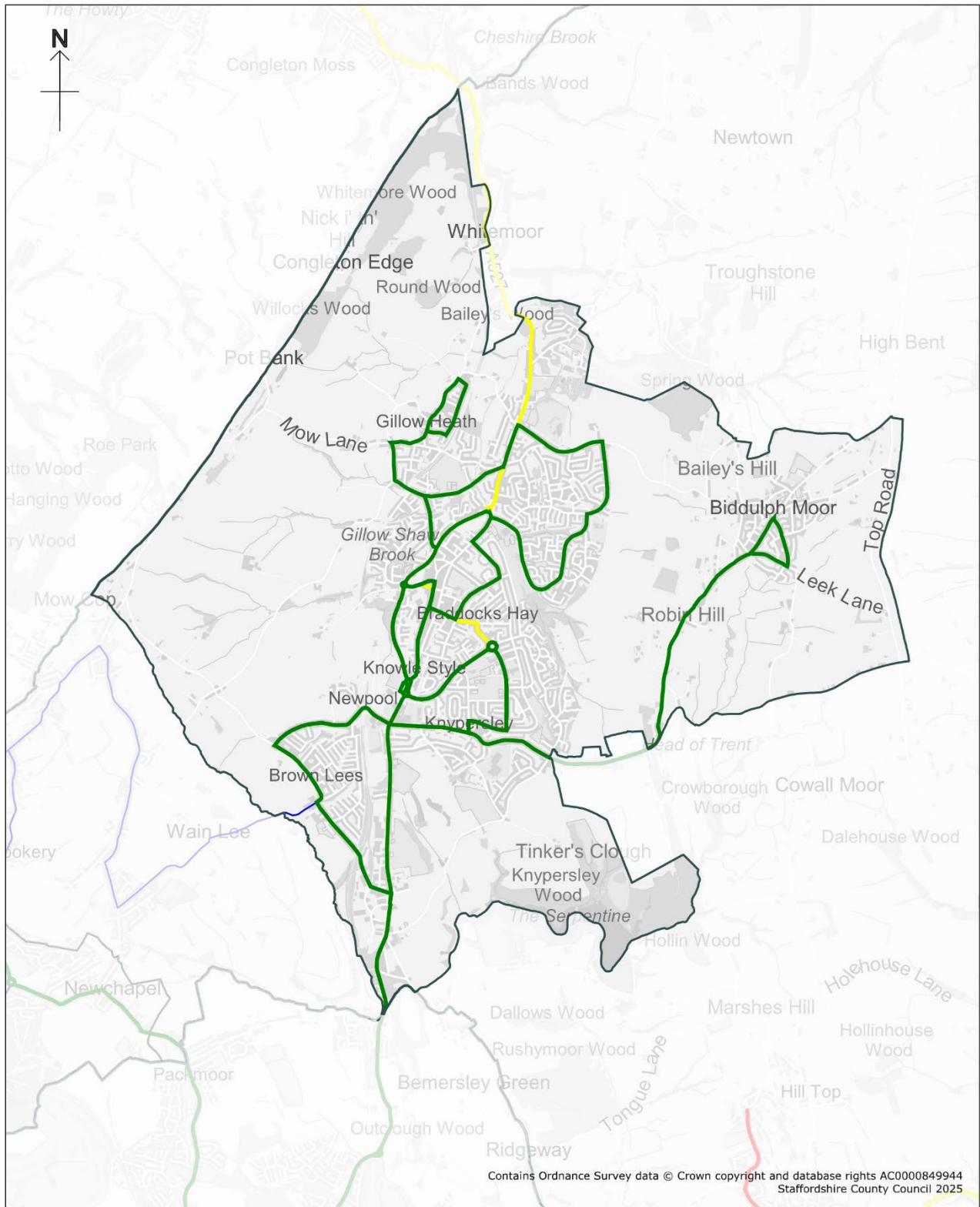








## 16. Bus reliability (Sept 2025)

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.







-  Less than 60% on-time
-  Between 60-80% on-time due to early running
-  Between 60-80% on-time
-  More than 80% on-time
-  Settlement Boundary
-  Data unavailable

Scale: 1:35000

Source: DfT BODs data  
Septemeber 2025

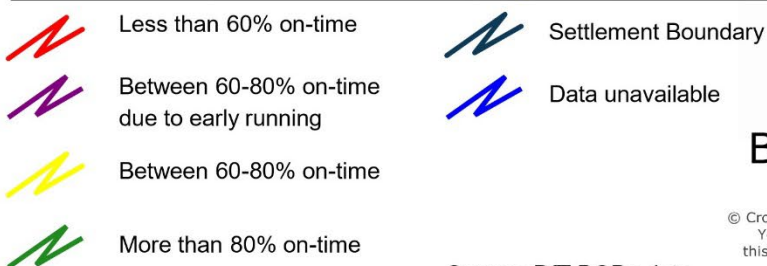
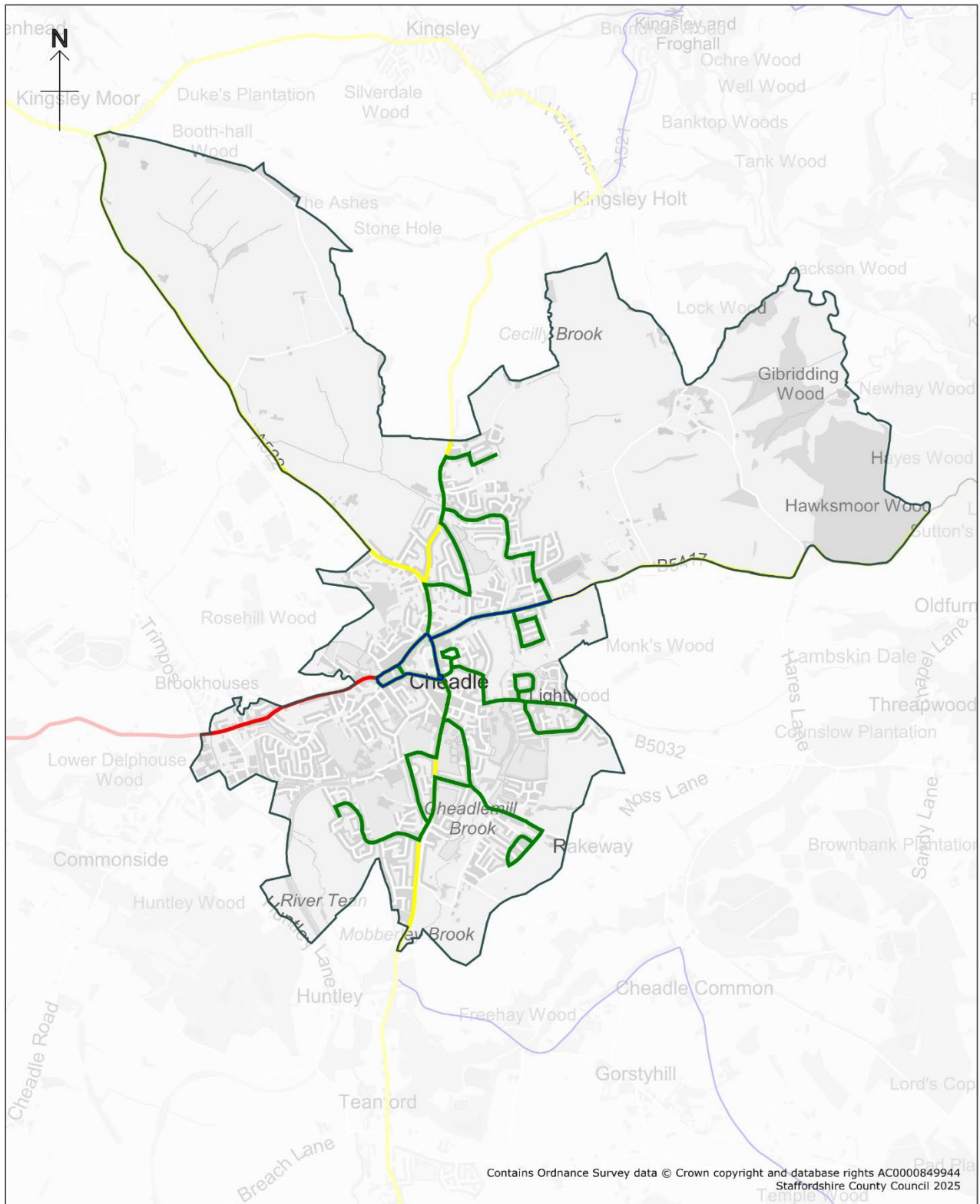


## Bus Reliability in Biddulph

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Scale: 1:30000

Source: DfT BODs data  
Septemeber 2025



## Bus Reliability in Cheadle

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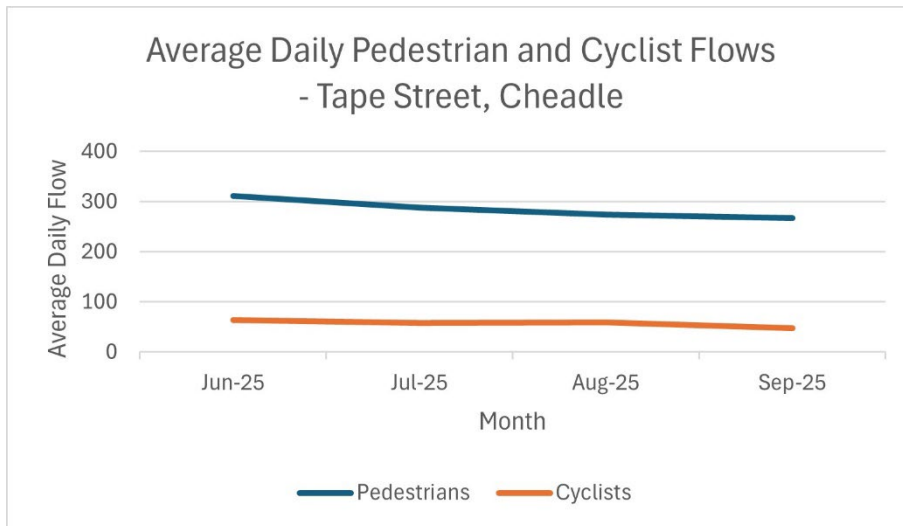






## 17. Pedestrian and cycling data

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.





## 18. Walking audits

Staffordshire's published LCWIP includes walking audits for the town and city centres of the six largest settlements. These were conducted in 2019 prior to the publication of LTN 1/20 active travel infrastructure guidance and are available online: [Walking and cycling - Staffordshire County Council](#)

These will be reviewed as part of the LTP. Smaller settlements have been considered as part of the geographical expansion of the LCWIP.

Walk Wheel Cycle Trust carried out walking audits in Biddulph (in April 2023) and Leek (in December 2023), using the WRAT (Walking Route Audit Tool). The purpose was to identify the issues most in need of improvement from the perspective of infrastructure, in five categories: attractiveness, comfort, directness, safety, coherence. The audit routes had been determined using data modelled by the Connectivity Strategy team, considering local trip generators such as schools and local centres with shops and services. For each route, we listed the issues with the highest priority for intervention.

The audit used a technical method to objectively assess infrastructure; as a complement to this, in May 2024 Walk Wheel Cycle Trust carried out engagement in Biddulph library and online, asking people who use (or do not use) these routes in their daily lives to share their actual experiences and travel behaviour. The questions that we set out to explore in the engagement were:

- Are these routes important for local residents? Do they think others are (more) important to the community?
- Where do they walk/wheel, and to which destinations?
- Why do they walk/wheel?
- If they don't walk/wheel in the local area, why not? What are the barriers for them?
- What do they think of the current infrastructure? What is good and what could be improved?

Through interactive maps, a survey and conversations with people about walking and wheeling, various quantitative, qualitative and geospatial data were collected and analysed.

### Leek

A summary of the findings of the walking audit was published on SCC's Let's Talk Transport website.

From the engagement data, some key themes emerged, which highlighted the most important issues that require improvement:

1. The state of pavements:





- a. Uneven surface, poor maintenance
- b. Too narrow, including obstruction by overgrown vegetation
- c. Parking of cars on pavements - obstruction and damage caused
- d. More/better dropped kerbs needed - particularly for people who use a mobility aid or pushchair
2. More/better signage needed
3. Difficult to cross busy roads; volume and speed of traffic too high
4. Personal safety
5. People like green and blue spaces - walking/wheeling away from roads and therefore not near traffic (noise, pollution, danger), surrounded by nature.



Map of walking routes that were scored using the WRAT in Leek, Produced by Walk Wheel Cycle Trust 2024

## Biddulph

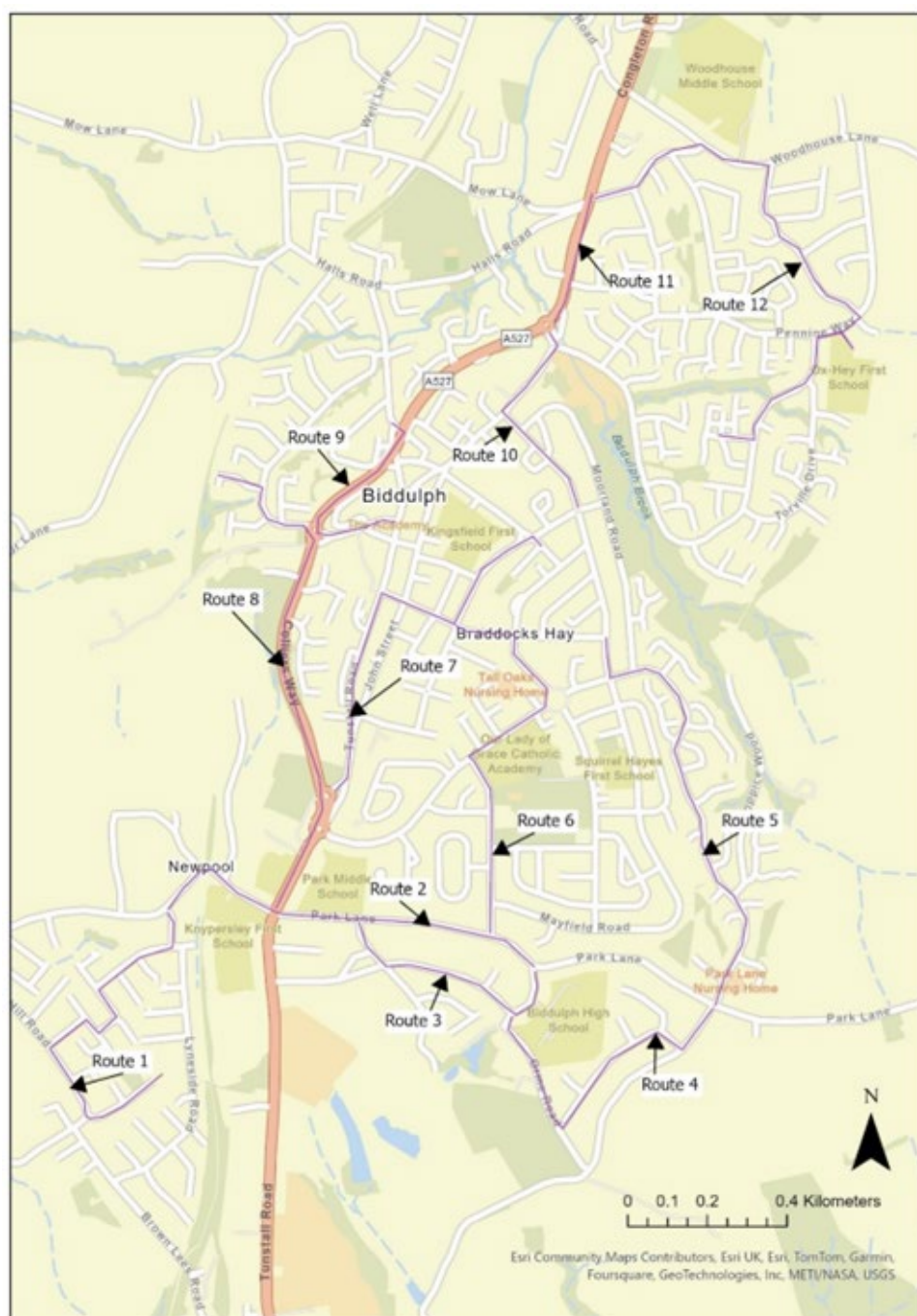
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Map of walking routes that were scored using the WRAT in Biddulph, Produced by Walk Wheel Cycle Trust 2024



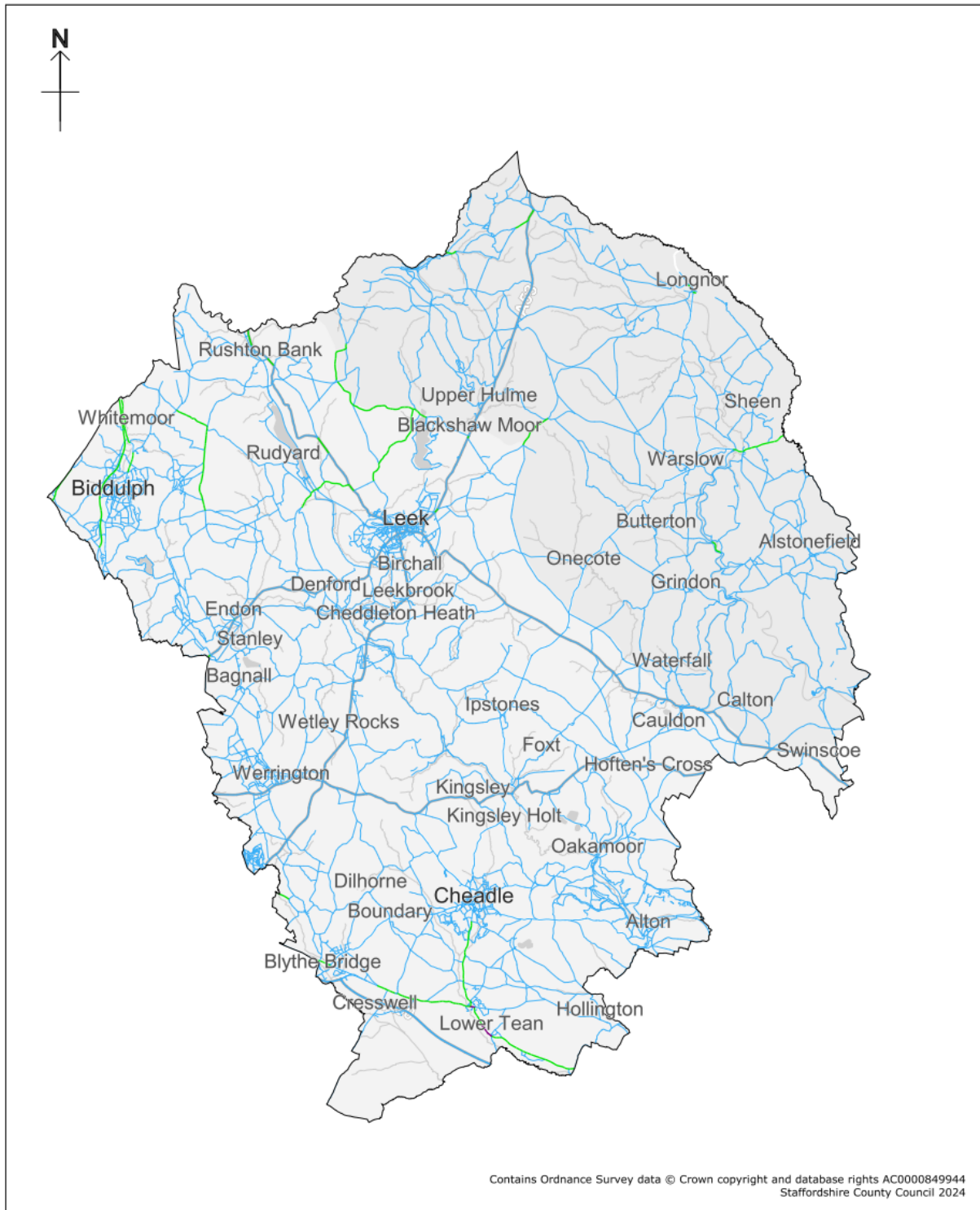
## Cycling levels (Strava)

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.







Total Annual Journeys

- 5-4579
- 4580-9157
- 9158-13735
- Over 13736

The data used is taken directly from Strava



## 2022 Strava Cycle Journeys in Staffordshire Moorlands District

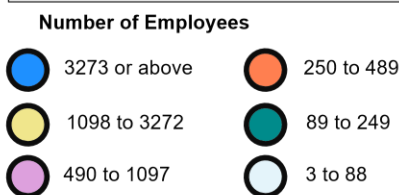
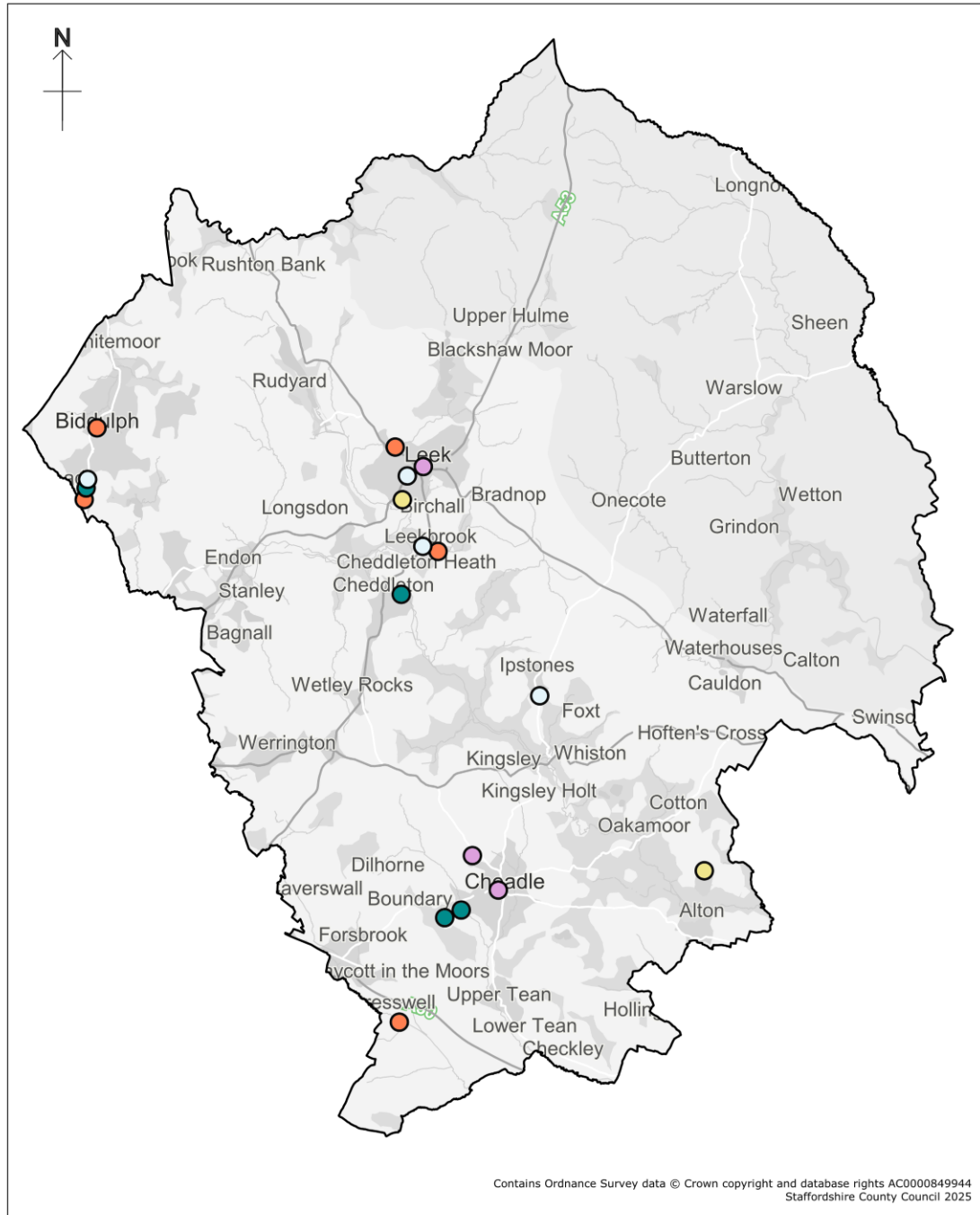
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Scale: 1:180000



## 19. 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.



Scale: 1:160000



### Employment Destinations

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