Staffordshire County Council

Newcastle-under-Lyme Borough

Transport Data Report 2025

Contents

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 ltp@staffordshire.gov.uk.
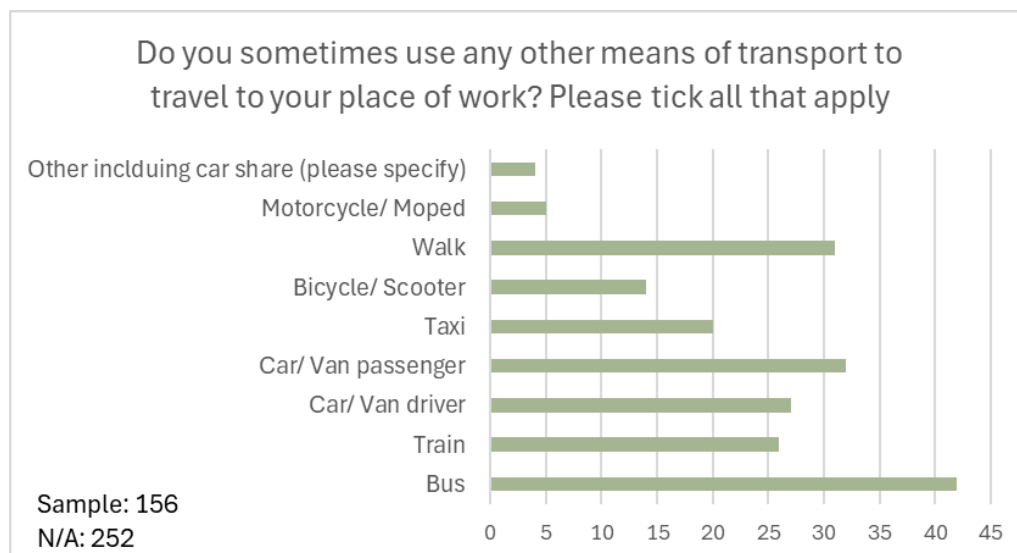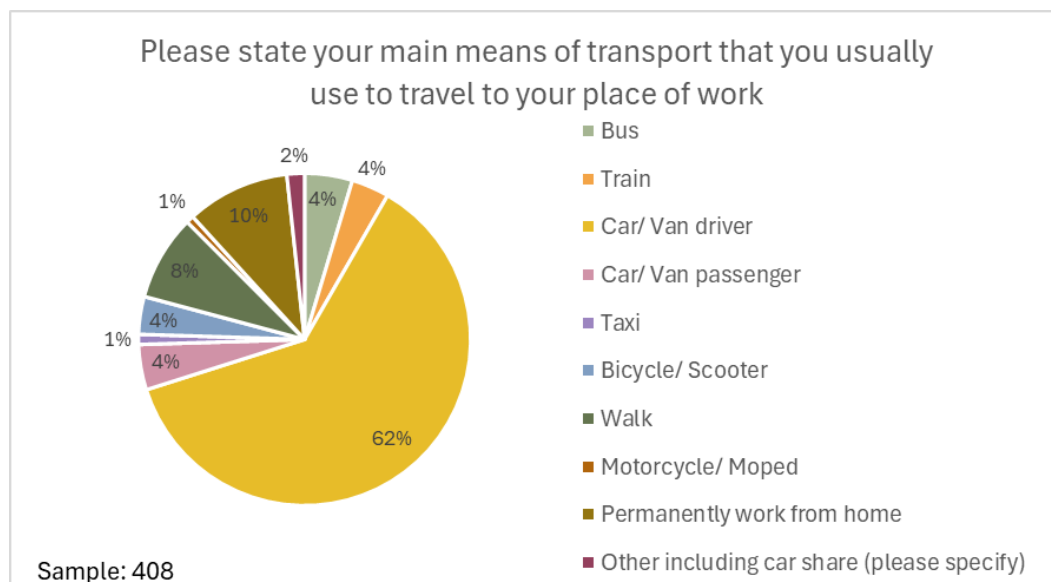
2.   Staffordshire Household Travel Survey 2023

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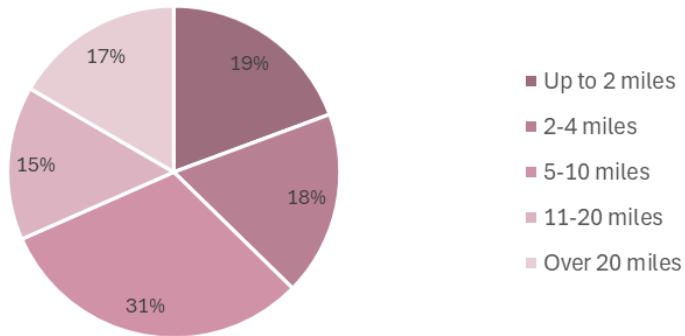
The survey received 2472 responses from Staffordshire residents in all eight districts. This sample is statistically representative of Staffordshire and provided good distribution across the districts as well as a rural/urban split that closely matches reality. Older residents and females are slightly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

Data for Newcastle-under-Lyme is shown below:

Travel to work:

Please state your main means of transport that you usually use to travel to your place of work

- Bus
- Train
- Car/ Van driver
- Car/ Van passenger
- Taxi
- Bicycle/ Scooter
- Walk
- Motorcycle/ Moped
- Permanently work from home
- Other including car share (please specify)

Sample: 408

Do you sometimes use any other means of transport to travel to your place of work? Please tick all that apply

Sample: 156
N/A: 252

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

- Up to 2 miles — 19%
- 2-4 miles — 18%
- 5-10 miles — 31%
- 11-20 miles — 15%
- Over 20 miles — 17%

Sample: 367

How often do you currently work from home?

16%, 7%, 9%, 9%, 6%, 10%, 42%, 1%
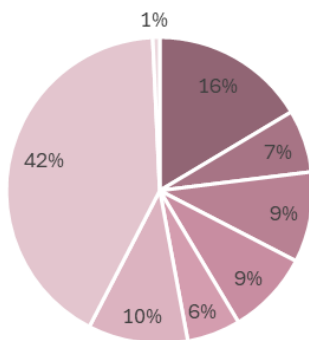
Sample: 408

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

- Five days a week or more
- Four days per week
- Three days per week
- Two days per week
- Once a week
- Less than once a week/ Infrequently
- Never
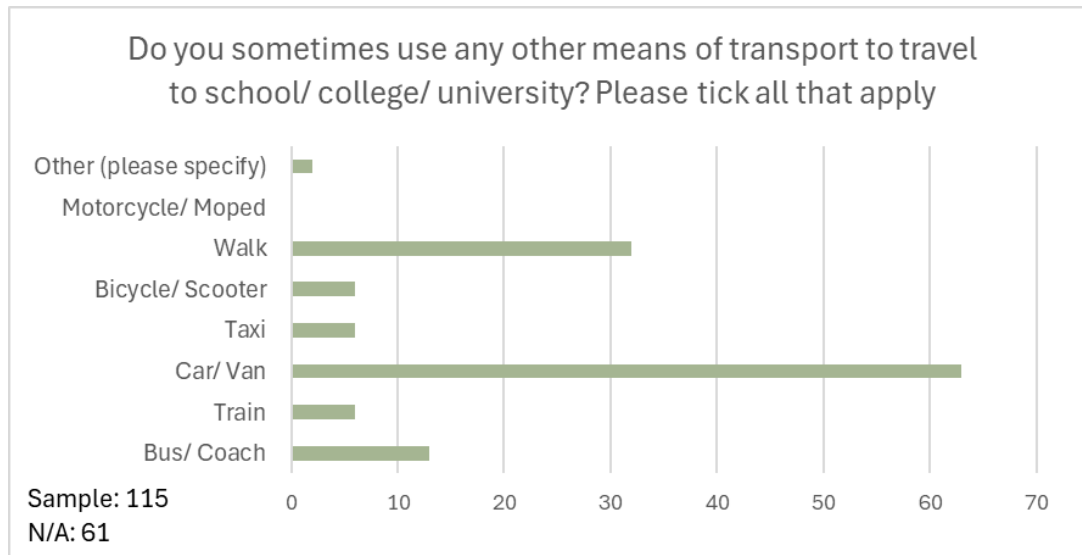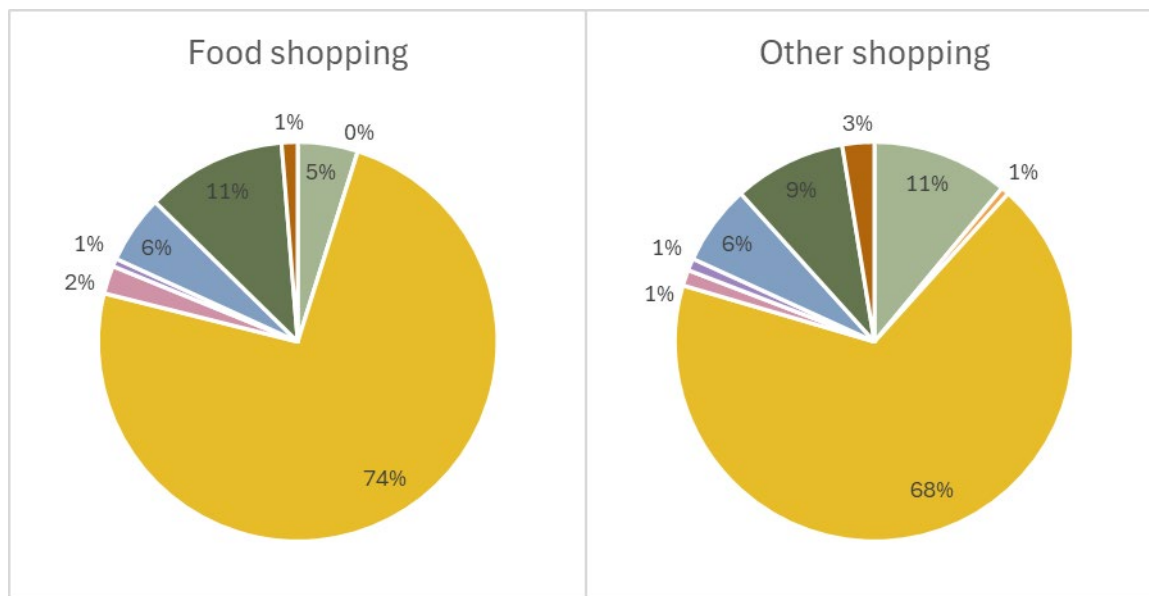- I don't know

1%, 1%, 3%, 5%, 6%, 6%, 13%, 65%
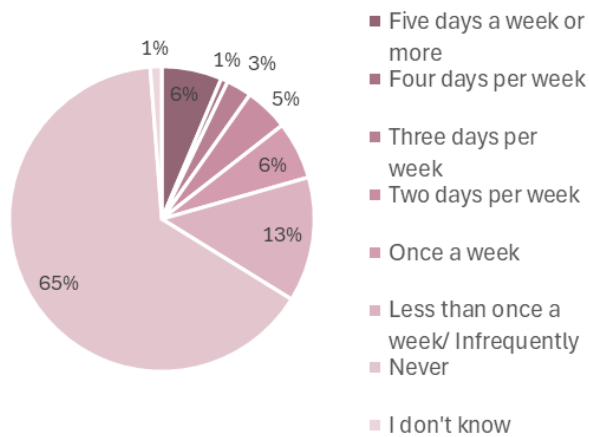
Travel to education:

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

- Bus/ Coach — 21%
- Train — 1%
- Car/ Van — 43%
- Taxi — 2%
- Bicycle/ Scooter — 0%
- Walk — 32%
- Motorcycle/ Moped — 0%
- Accesses education remotely — 0%
- Other (please specify) — 1%

Sample: 176

Do you sometimes use any other means of transport to travel to school/ college/ university? Please tick all that apply
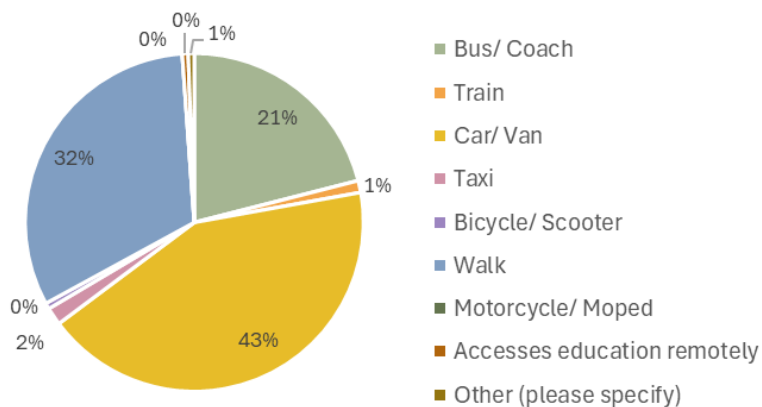
Sample: 115
N/A: 61

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

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

Food shopping

74%
5%
0%
1%
11%
6%
1%
2%
1%

Other shopping

68%
3%
11%
1%
9%
6%
1%
1%

GP appointment

0% — 1% — 0%
6%
32%
2%
2%
57%
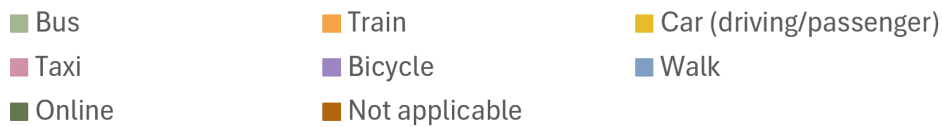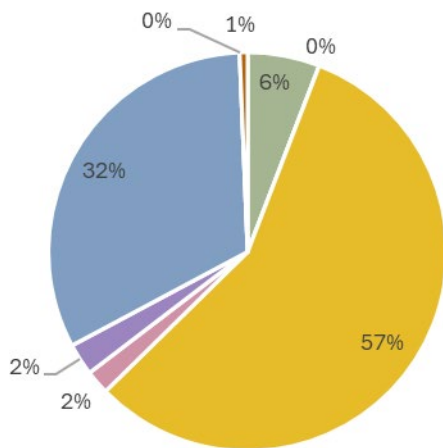
Hospital appointment

0%
3%
5% — 4% — 11% — 1%
5%
71%
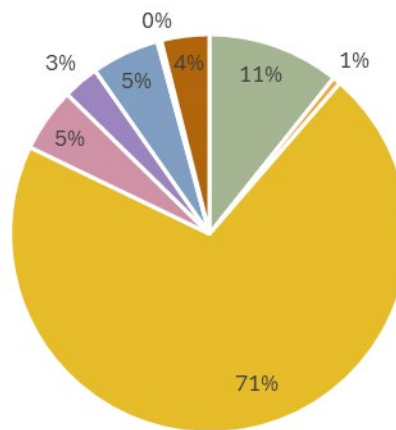
Leisure destinations within your home town

0%
7% — 10% — 0%
21%
3%
3%
56%
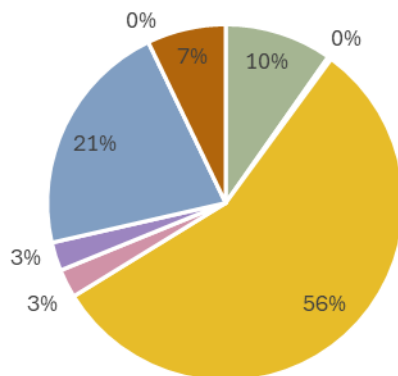
Leisure destinations outside your home town

0% — 0%
0% — 0%
1%
5% — 4%
14%
76%

Socialising

1%
4% — 8% — 1%
12%
2%
10%
62%

Fuel type:

What type of fuel do your cars or vans use? Please tick all that apply.

Fuel type	Value
Other (LPG/gas/biofuel)	0
Hybrid (electric and petrol)	~37
Fully electric	~15
Diesel	~117
Petrol	~183

(x-axis: 0, 50, 100, 150, 200)

Health and wellbeing:

Does your current level of health and wellbeing prevent you from walking?

- 0%
- 6%
- 18%
- 76%

Sample: 308

Does your current level of health and wellbeing prevent you from cycling?

- 5%
- 20%
- 6%
- 69%

Legend:
- Yes
- Sometimes
- No
- I don't know

Realistically, do you think you could be persuaded to increase the amount you walk and cycle as ways to improve your health and wellbeing? Please tick all that apply.

Option	Value
I have already changed my habits (please specify)	~44
I don't know	~18
I am not able to cycle more	~31
Not applicable	~28
I am not able to walk more	~44
Taking a leisure cycle ride more often	~66
Taking a leisure walk more often	~150
Cycling as part of my normal journey	~32
Walking as part of my normal journey	~75

(x-axis: 0, 20, 40, 60, 80, 100, 120, 140, 160)
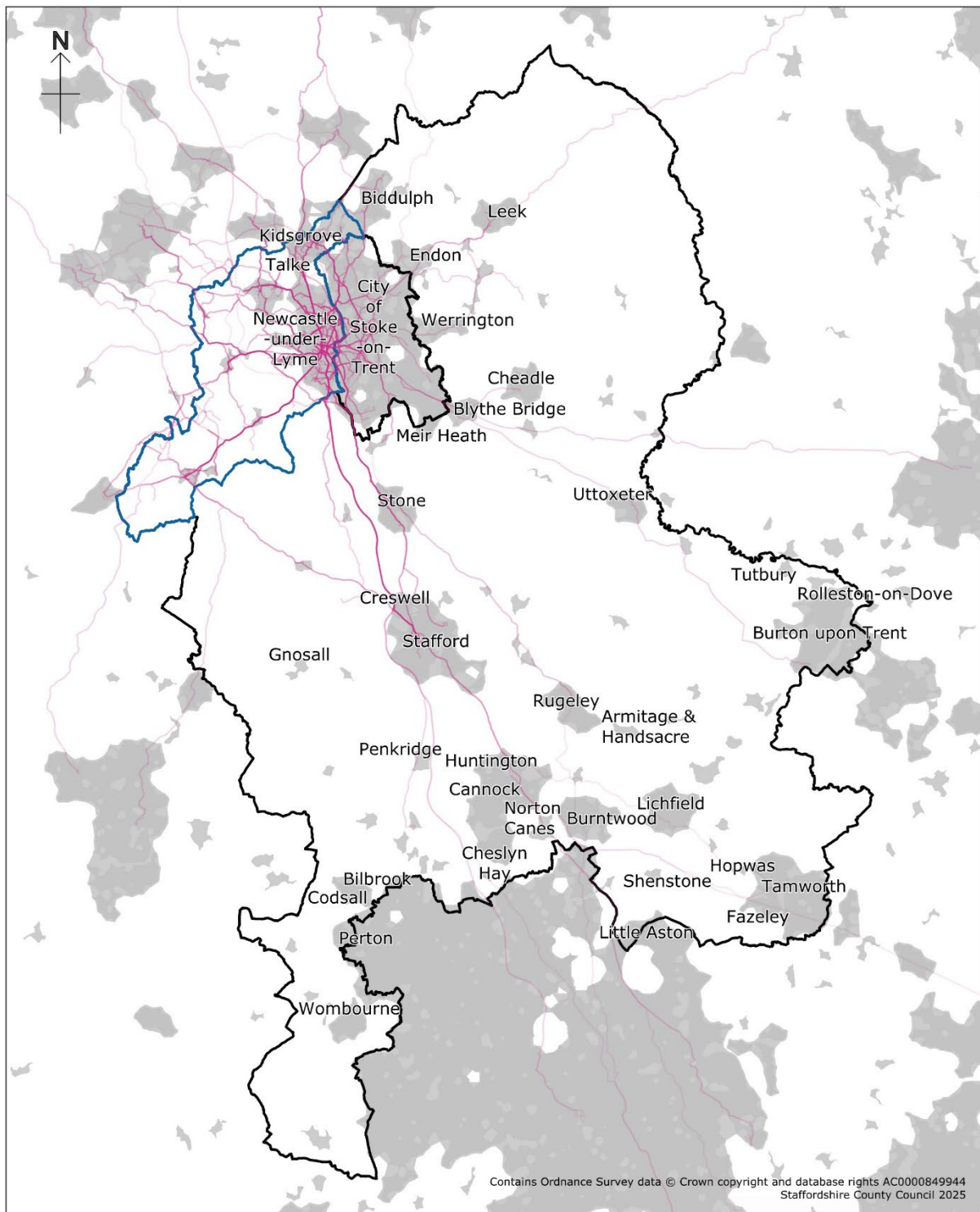
Sample: 308

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, Newcastle-under-Lyme residents made 2.2 trips per day.

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

Biddulph
Leek
Kidsgrove
Endon
Talke
City of Stoke -on- Trent
Werrington
Newcastle -under- Lyme
Cheadle
Blythe Bridge
Meir Heath
Stone
Uttoxeter
Tutbury
Rolleston-on-Dove
Creswell
Burton upon Trent
Gnosall
Stafford
Rugeley
Armitage & Handsacre
Penkridge
Huntington
Cannock
Lichfield
Norton Canes
Burntwood
Cheslyn Hay
Bilbrook
Hopwas
Codsall
Shenstone
Tamworth
Perton
Fazeley
Little Aston
Wombourne

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Staffordshire County Council 2025

—— Staffordshire County boundary

—— Newcastle-under-Lyme Borough boundary

—— Newcastle-under-Lyme Borough residents' trips - stronger colour represents more trips

Urban areas

Scale: 1:400000

Staffordshire County Council

Newcastle-under-Lyme

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.
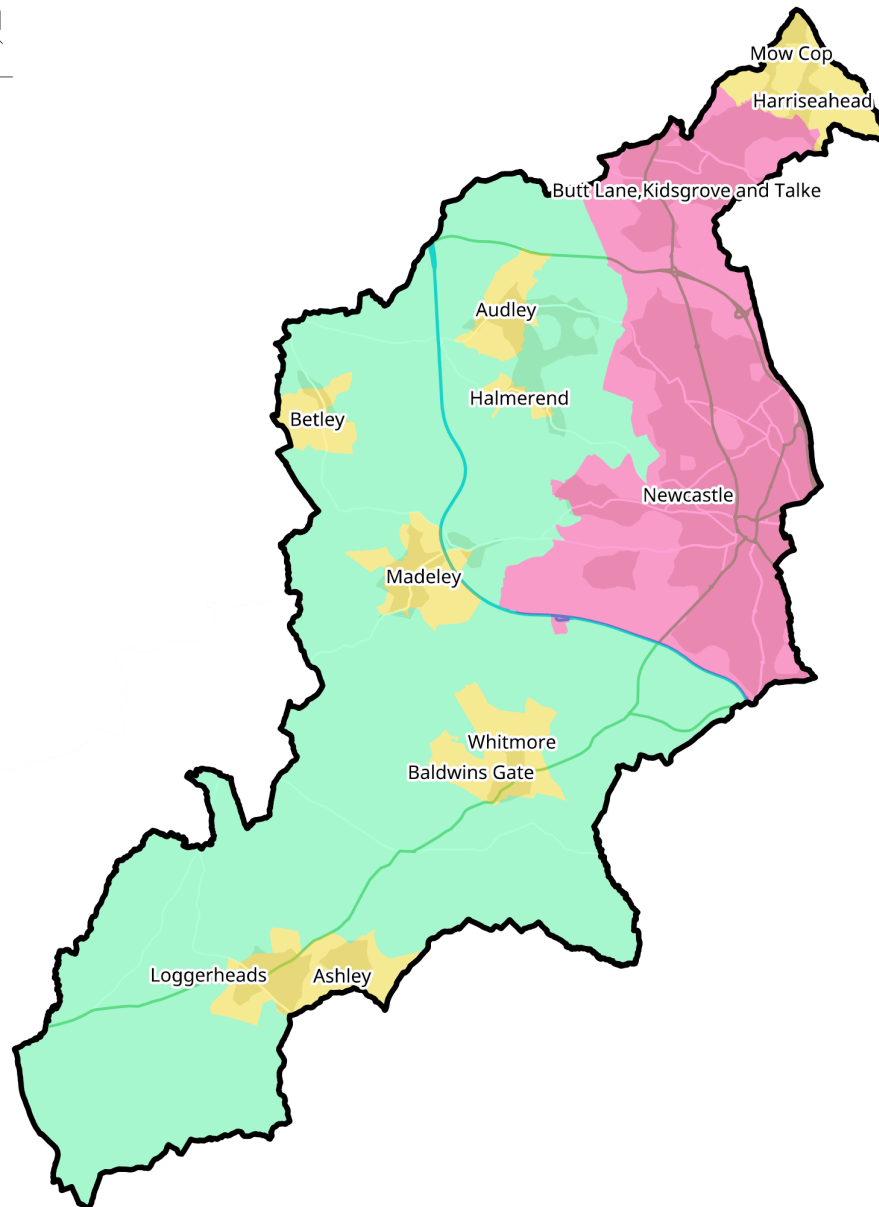
Capability to Achieve Suitable Travel

N

Mow Cop
Harriseahead
Butt Lane,Kidsgrove and Talke
Audley
Halmerend
Betley
Newcastle
Madeley
Whitmore
Baldwins Gate
Loggerheads
Ashley

Scale: 1:120000

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.

Newcastle Borough – Census Travel to Work
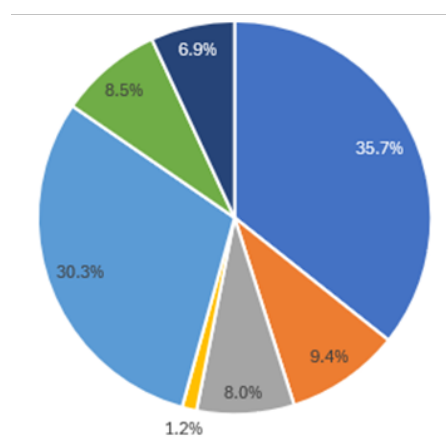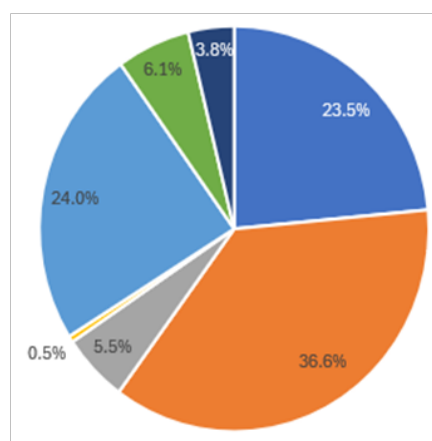
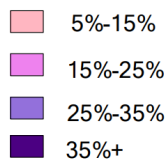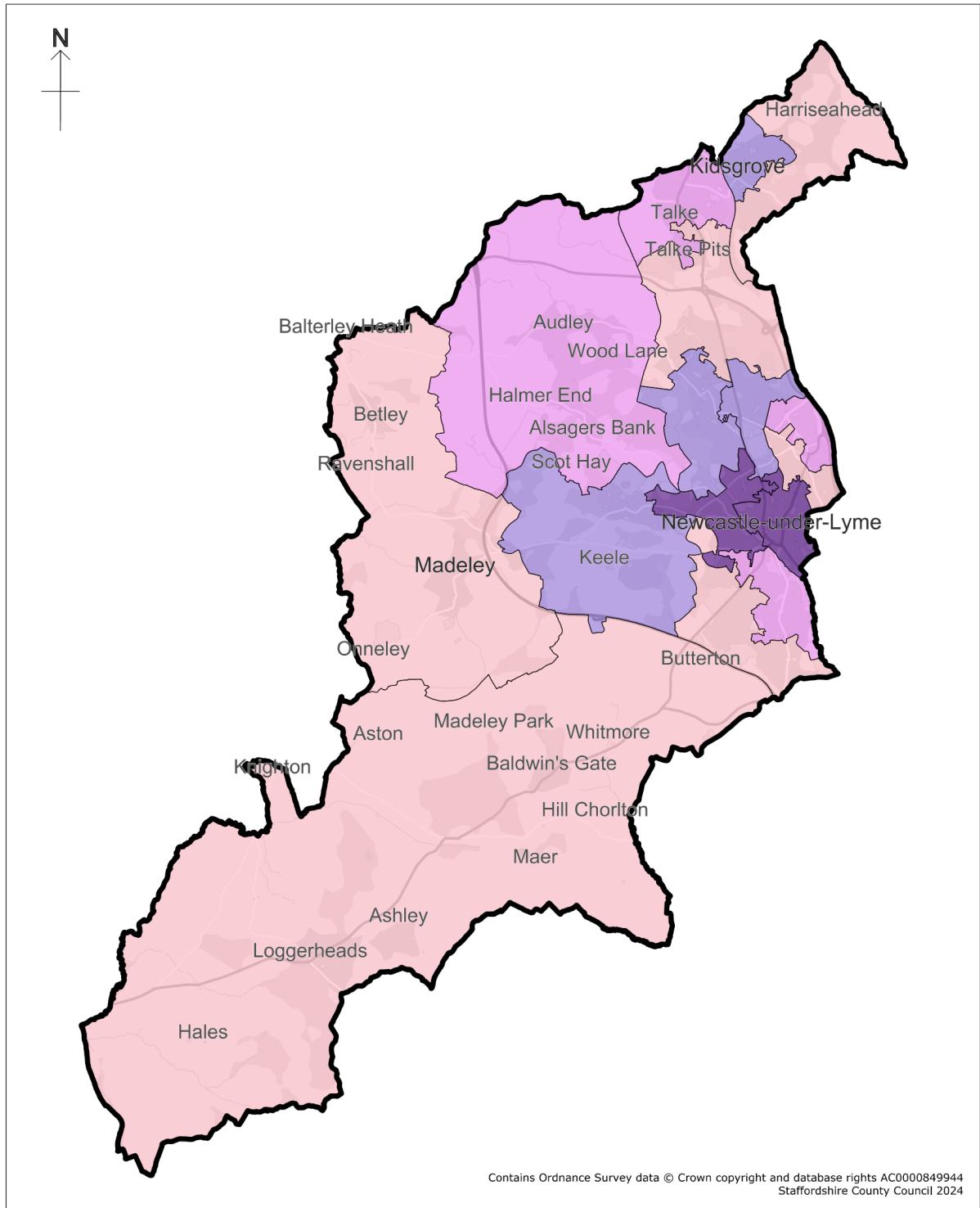After Stoke-on-Trent and the other Staffordshire districts, the largest outflow from Newcastle under Lyme is to Cheshire East in both the 2011 and 2021 Censuses.

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.

N

Harriseahead
Kidsgrove
Talke
Talke Pits
Balterley Heath
Audley
Wood Lane
Betley
Halmer End
Ravenshall
Alsagers Bank
Scot Hay
Newcastle-under-Lyme
Madeley
Keele
Onneley
Butterton
Aston
Madeley Park
Whitmore
Knighton
Baldwin's Gate
Hill Chorlton
Maer
Ashley
Loggerheads
Hales

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

Scale: 1:120000

N

Harriseahead

Kidsgrove

Talke

Talke Pits

Balterley Heath

Audley

Wood Lane

Betley

Halmer End

Ravenshall

Alsagers Bank

Scot Hay

Keele

Newcastle-under-Lyme

Madeley

Onneley

Butterton

Aston

Madeley Park

Whitmore

Knighton

Baldwin's Gate

Hill Chorlton

Maer

Ashley

Loggerheads

Hales

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Staffordshire County Council

▨	5%-15%
▨	15%-25%
▨	25%-35%
▨	35%+

## 2021 Census Car Ownership: Households Without a Car
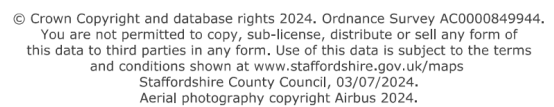
Scale: 1:120000

6.   Short Vehicular Journeys

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.

The length of vehicular journeys starting in Newcastle

0-2km 22%
2-5km 33%
5km+ 45%
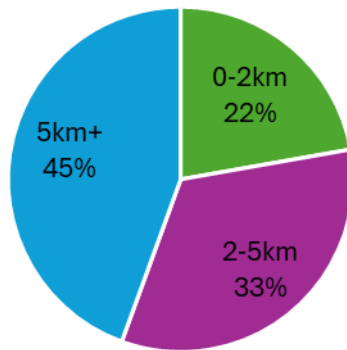
The length of vehicular journeys using Newcastle's network

0-2km 14%
2-5km 26%
5km+ 60%
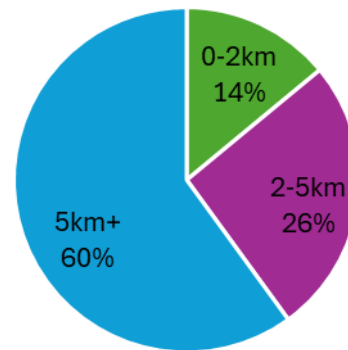
The length of vehicular journeys starting in Kidsgrove

0-2km 17%
2-5km 24%
5km+ 59%
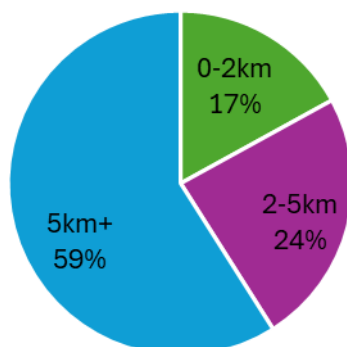
The length of vehicular journeys using Kidsgrove's network

0-2km 7%
2-5km 15%
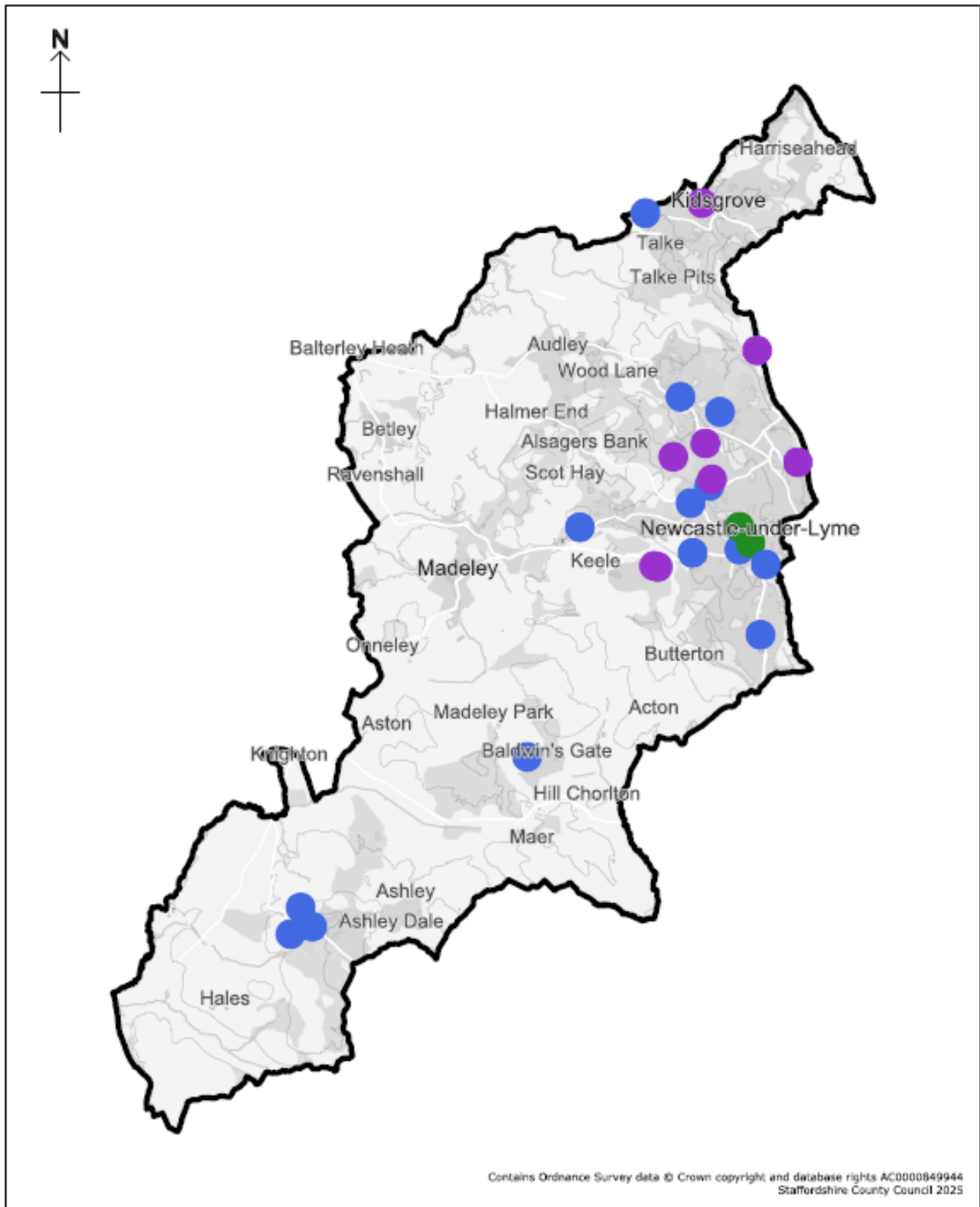5km+ 78%
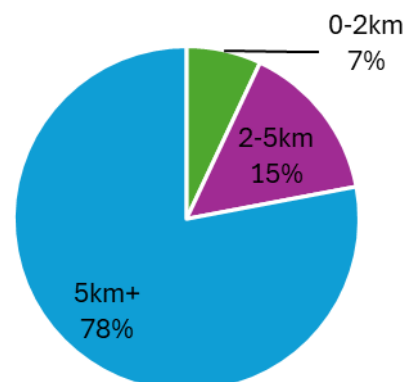
7. Travel Plan monitoring locations

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.

N

Harriseahead
Kidsgrove
Talke
Talke Pits

Balterley Heath
Audley
Wood Lane

Betley
Halmer End
Alsagers Bank
Ravenshall
Scot Hay

Newcastle-under-Lyme

Madeley
Keele

Butterton

Onneley
Acton

Aston
Madeley Park
Knighton
Baldwin's Gate
Hill Chorlton

Maer

Ashley
Ashley Dale

Hales

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Type of travel plan

🟣 **Employment** ▬▬ **Borough boundary**

🔵 **Residential**

🟢 **Mixed**

Scale: 1:130000

Staffordshire
County Council

Travel Plan Monitoring in
Newcastle-Under-Lyme Borough
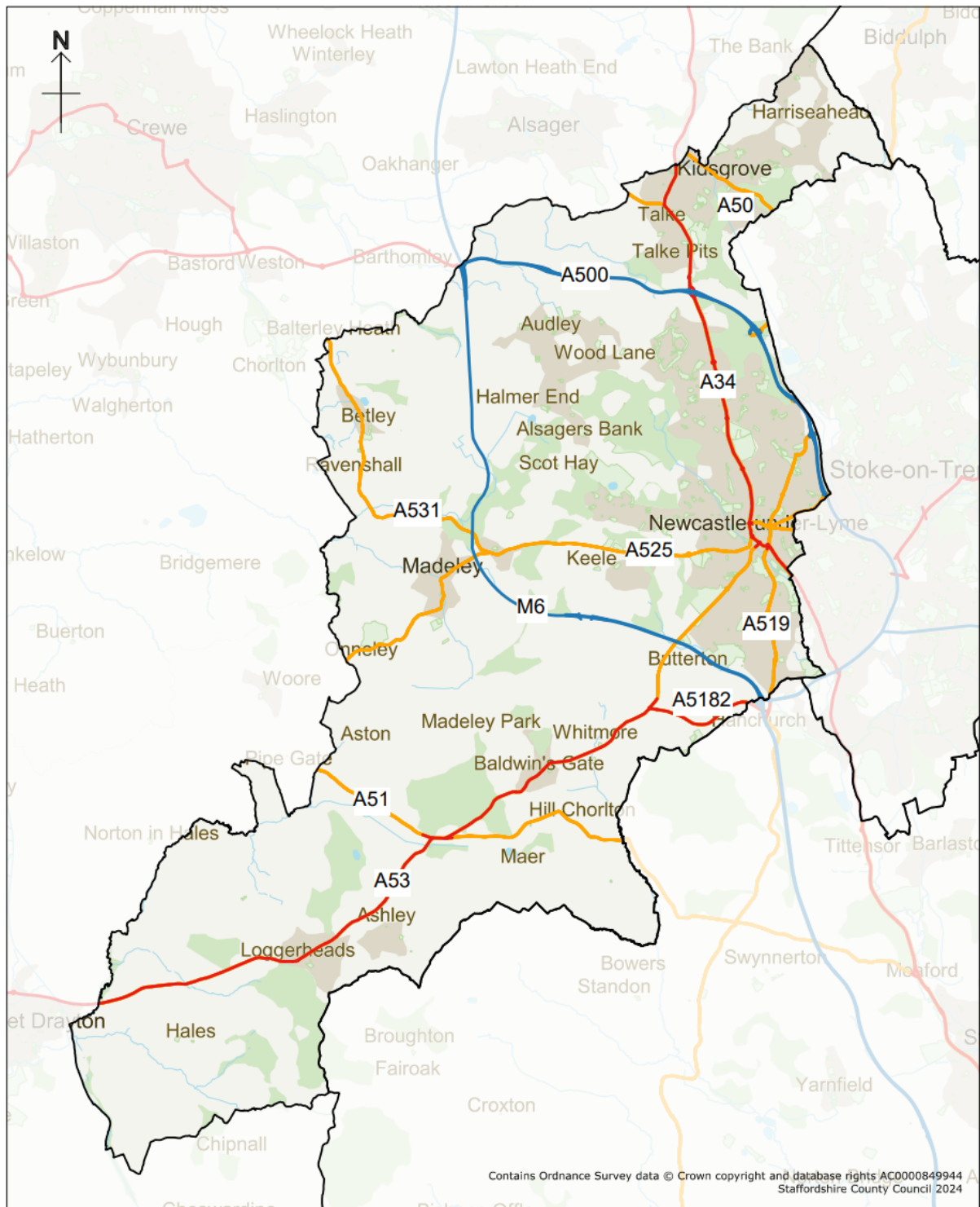
8.   Strategic and Major Road Network

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 A500 in Cliffe Vale, Stoke-on-Trent, near Newcastle-under-Lyme. 64% of origins and destinations are in Newcastle-under-Lyme and Stoke-on-Trent, 12% are in the rest of Staffordshire and 24% are outside of Staffordshire (data from 2023).

Legend:
- Strategic Highway Network
- Major Road Network
- A Roads

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Newcastle-under-Lyme Road Network

Scale: 1:120000

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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.
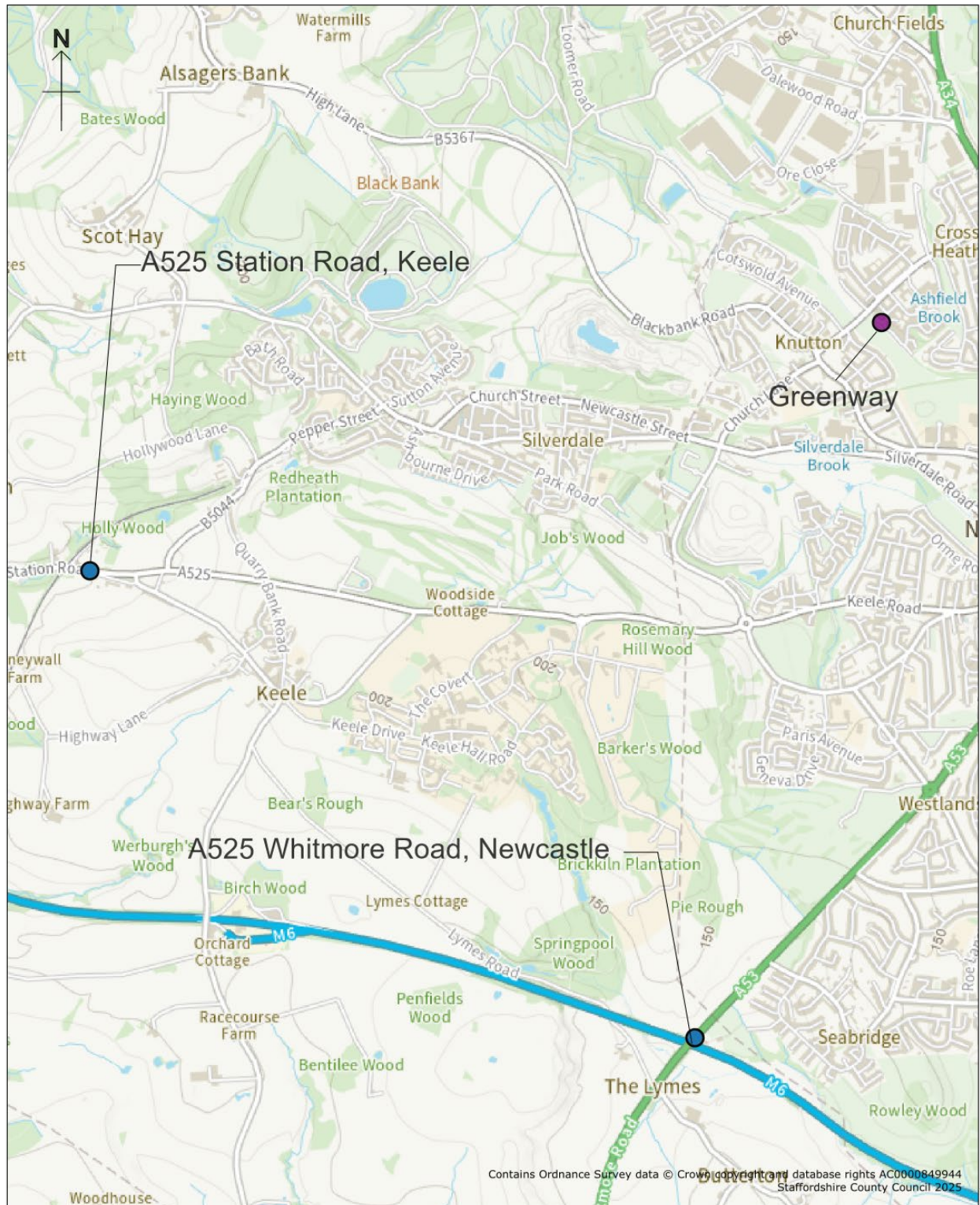
N

A525 Station Road, Keele

Greenway

A525 Whitmore Road, Newcastle

● Pedestrian and Cycle Data

● Time Series Vehicle Data

● Vehicle Data

Staffordshire
County Council

Keele Traffic Count Data

Scale: 1:24999

Porthill Bank, Newcastle-under-Lyme

Grange Lane, Newcastle-under-Lyme

Etruria Road (Upper), Newcastle-under-Lyme

Etruria Road (Lower), Newcastle-under-Lyme

Station Walk, Newcastle-under-Lyme

George Street, Newcastle-under-Lyme
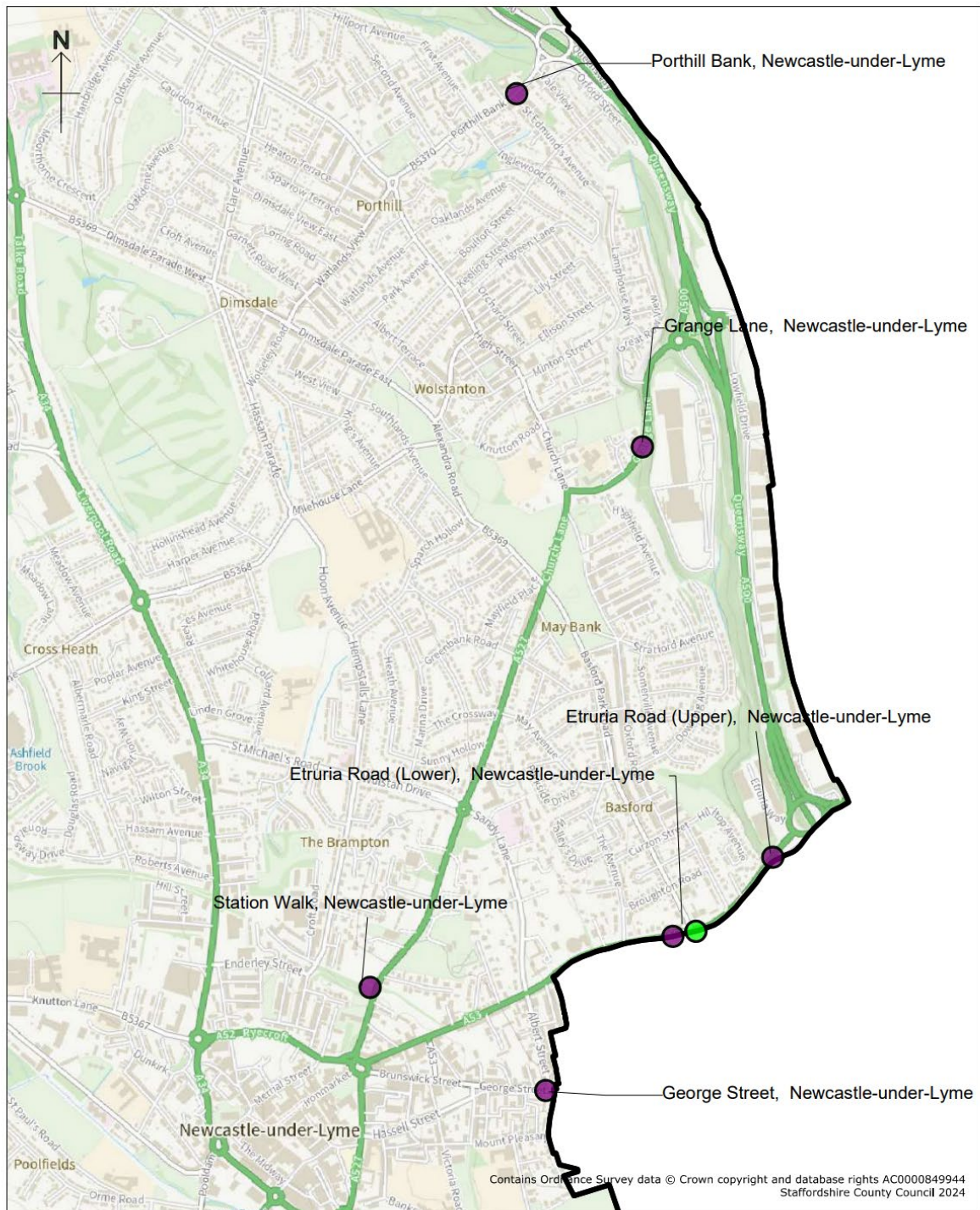
Pedestrian and Cycle Data

Time Series Vehicle Data

Vehicle Data

Scale: 1:15000

Staffordshire County Council

Newcastle-under-Lyme Traffic Count Data

Long Term Traffic Trends

To analyse long term traffic trends, SCC's permanent traffic count data has been interrogated, extracting the 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.

A53 Whitmore Road, Newcastle

A53 Whitmore Road, Newcastle — Traffic Flow by Year. Lines: 2-Way (AADT), Northwest Bound (AADT), Southeast Bound (AADT).
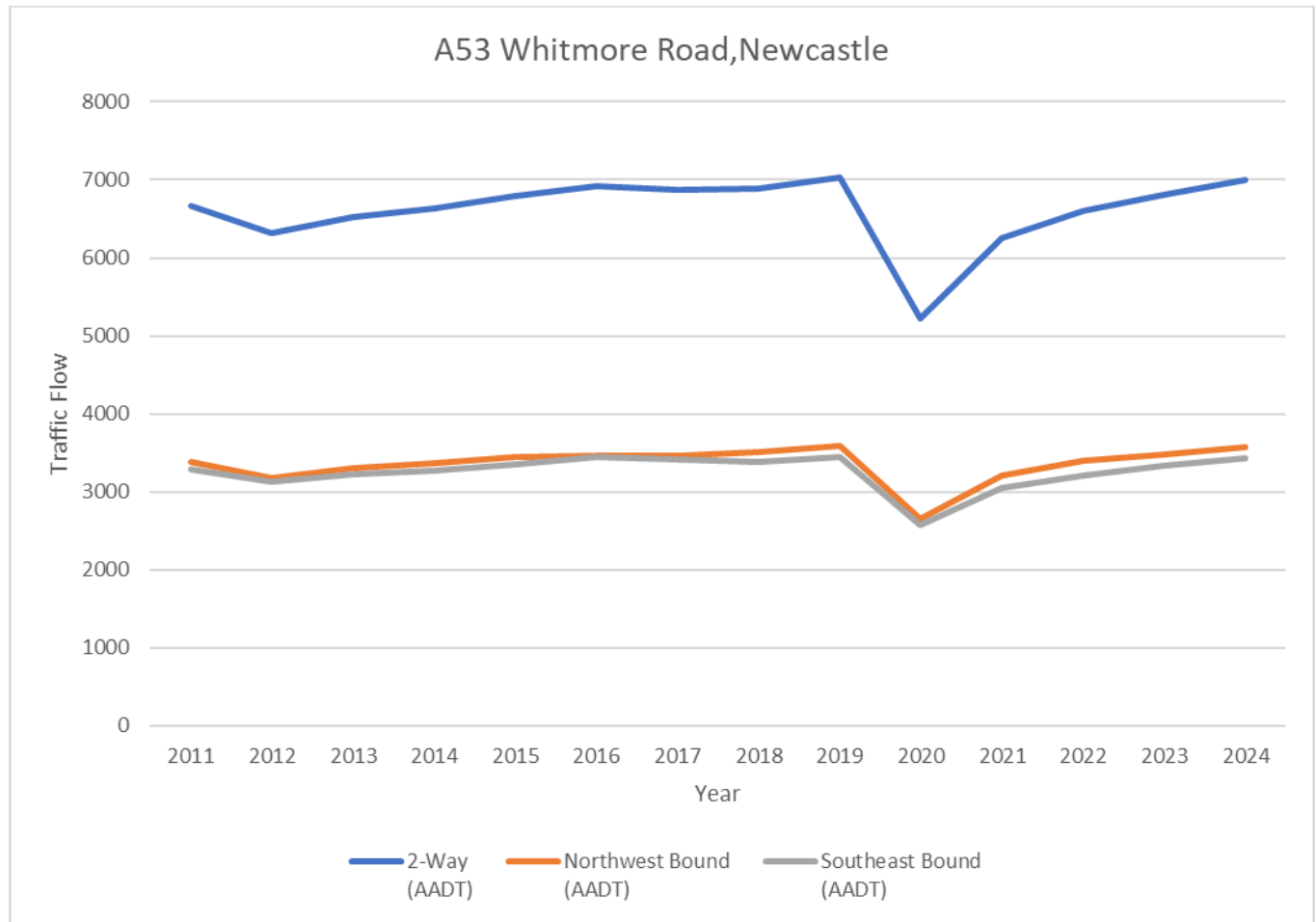
A525 Station Road, Keele
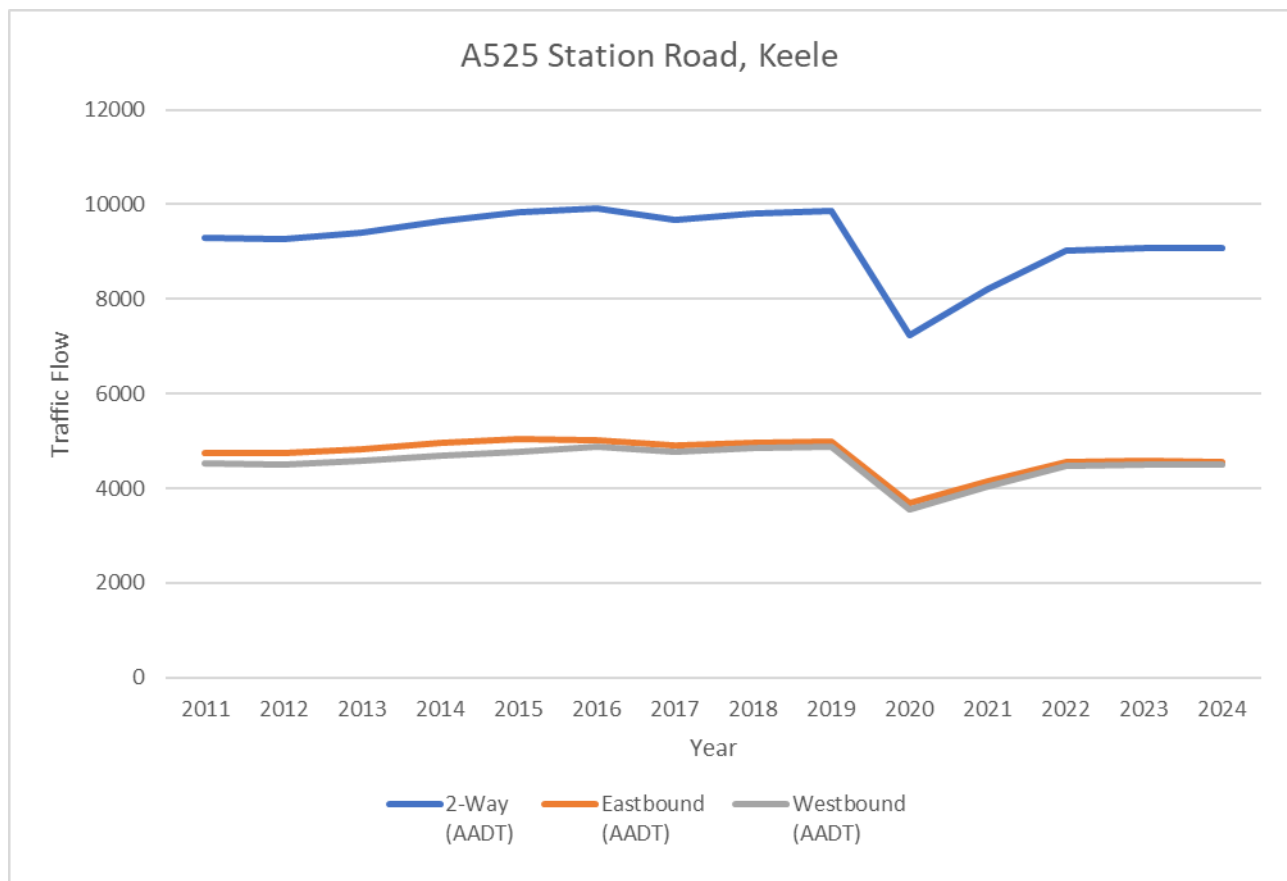
Daily Traffic Trends

Week-long traffic counts have been analysed in Newcastle to show how traffic levels vary throughout the day. The results are provided below.

A53 Etruria Road, Newcastle, VIVACITY Permanent Counter

Survey Dates: 6th - 19th March 2023
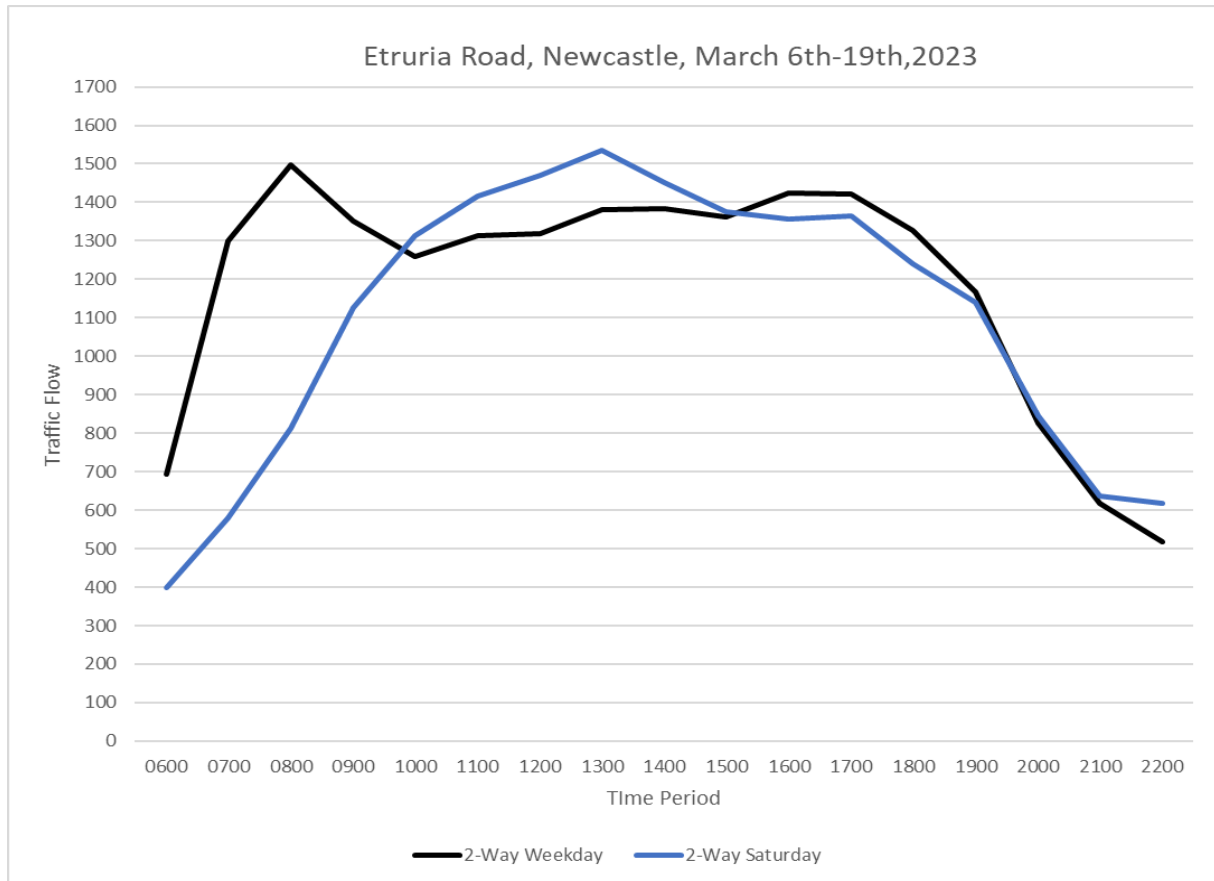
10. Traffic Delays

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 Newcastle-under-Lyme 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.

N

Nillend
End
Dunkirk
Talke Pits
Sandyford
Pitts Hill
Chell H
Bank Top
Tunstall
Red Street
The Quarry
Audley
Bignall End
Wereton
Crackley
Springwood
Wood Lane
Longbridge Hayes
Burslem
Miles Green
Chesterton
Bradwell
Halmer End
Apedale
Beasley
Porthill
Cobridge
Church Fields
Wolstanton
Alsagers Bank
Cross Heath
Max Bank
Sto
Scot Hay
Etruria
Knutton
The Brampton
Cliff Vale
Sh
Silverdale
Finney Green
eley Heath
Poolfields
Hartshill
Stoke-upon-Tre
Keele
Penkhull
Westlands
Springfields
Boothen
Oakhill
Clayton
Trent Vale
Seabridge
Sidewa
The Lymes
Hanford
Butterton
Shutlanehead
Acton
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Hanchurch
Whitmore
Trentham

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— Travel time can be double free flow time

— Travel time can be triple free flow time

— Settlement boundary

Scale: 1:49000

Staffordshire
County Council

Newcastle-under-Lyme
2025 AM Peak Traffic Delays

N

illend

End

Dunkirk   Talke Pits   Sandyford   Pitts Hill   Chell H

The Quarry   Audley   Bignall End   Red Street   Tunstall   Bank Top

Wereton   Wood Lane   Crackley   Burslem

Miles Green   Springwood   Chesterton   Longbridge Hayes

Halmer End   Apedale   Beasley   Bradwell   Porthill   Cobridg

Church Fields   Wolstanton

Alsagers Bank   Cross Heath   Max Bank   Etruria   Sto

Scot Hay   Knutton   The Brampton   Cliff Vale   Sh

Finney Green   Silverdale   Poolfields   Hartshill   Stoke-upon-Tre

eley Heath   Penkhull

Keele   Westlands   Springfields   Boothen

Clayton   Oakhill

Seabridge   Trent Vale   Sidewa

The Lymes   Hanford

Butterton

Shutlanehead

ark   Acton   Hanchurch   Trentham

Whitmore

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Staffordshire County Council 2025
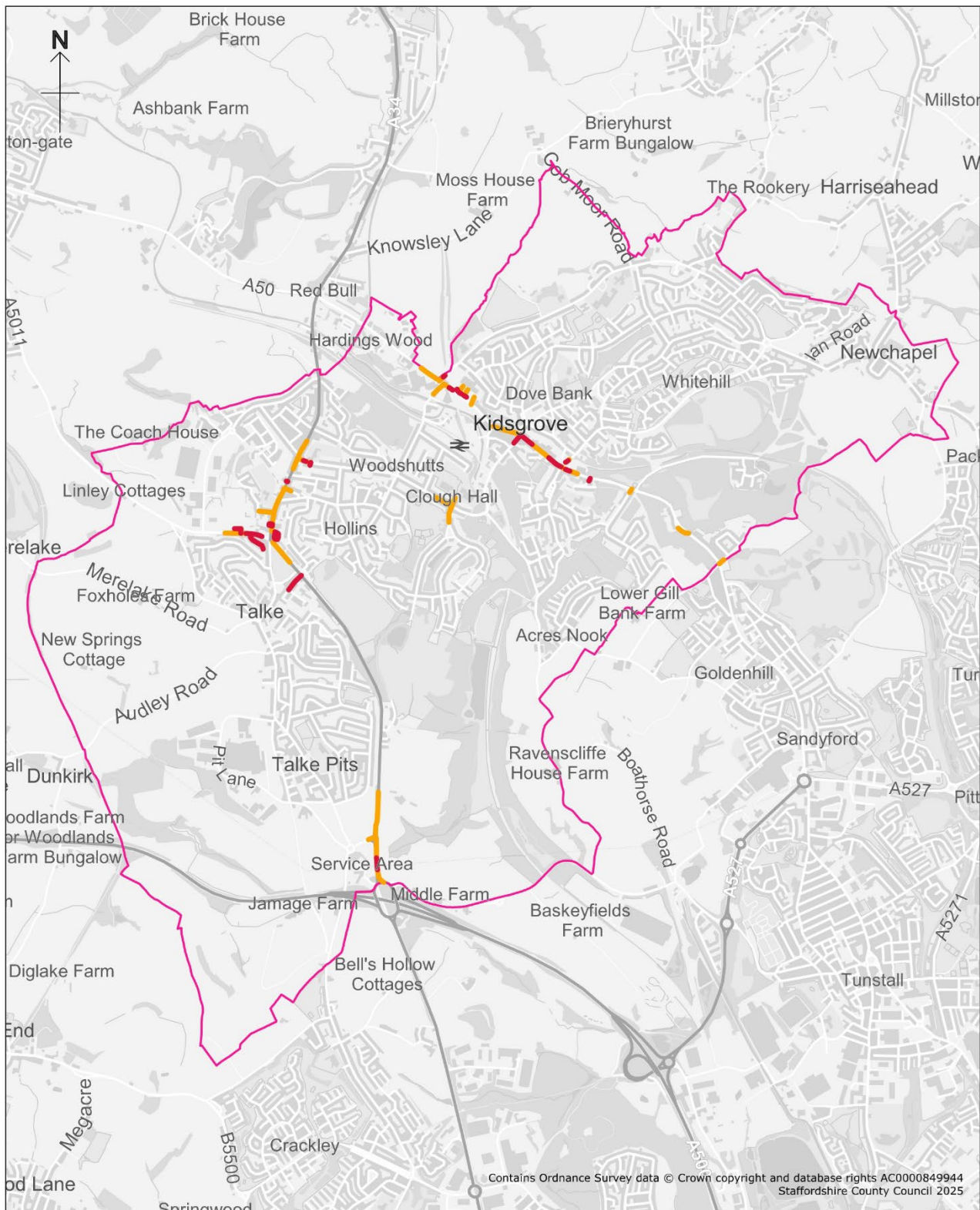
— Travel time can be double free flow time

— Travel time can be triple free flow time

— Settlement boundary

Scale: 1:49000

N

Brick House Farm

Ashbank Farm

ton-gate

A5011

A50   Red Bull

Knowsley Lane

Hardings Wood

The Coach House

Linley Cottages

relake

Merelake Farm Road

Foxholes

New Springs Cottage

Audley Road

Pit Lane

all Dunkirk

oodlands Farm
er Woodlands
rm Bungalow

Diglake Farm

End

Megacre

od Lane

Springwood

Crackley

B5500

Talke Pits

Jamage Farm

Service Area

Middle Farm

Bell's Hollow Cottages

Talke

Hollins

Woodshutts

Clough Hall

Moss House Farm

Gob Moor Road

Brieryhurst Farm Bungalow

The Rookery Harriseahead

Dove Bank

Kidsgrove

Whitehill

ian Road

Newchapel

Pack

Lower Gill Bank Farm

Acres Nook

Ravenscliffe House Farm

Boathorse Road

Baskeyfields Farm

Goldenhill

Sandyford

A527

Tunstall

A527

A5271

Pitt

Tur

Millstor

W

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Staffordshire County Council 2025

—— Travel time can be double free flow time

—— Travel time can be triple free flow time

—— Settlement boundary

Staffordshire
County Council

Kidsgrove 2025 AM Peak Traffic Delays

Scale: 1:29000

Legend:
- ▬ Travel time can be double free flow time
- ▬ Travel time can be triple free flow time
- ▬ Settlement boundary

Staffordshire County Council

Kidsgrove 2025 PM Peak Traffic Delays

Scale: 1:29000

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Staffordshire County Council 2025

N

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Staffordshire County Council 2025

Staffordshire
County Council

**Newcastle-under-Lyme Borough
MRN 2025 AM Peak Traffic Delays**

— 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: 1:120000
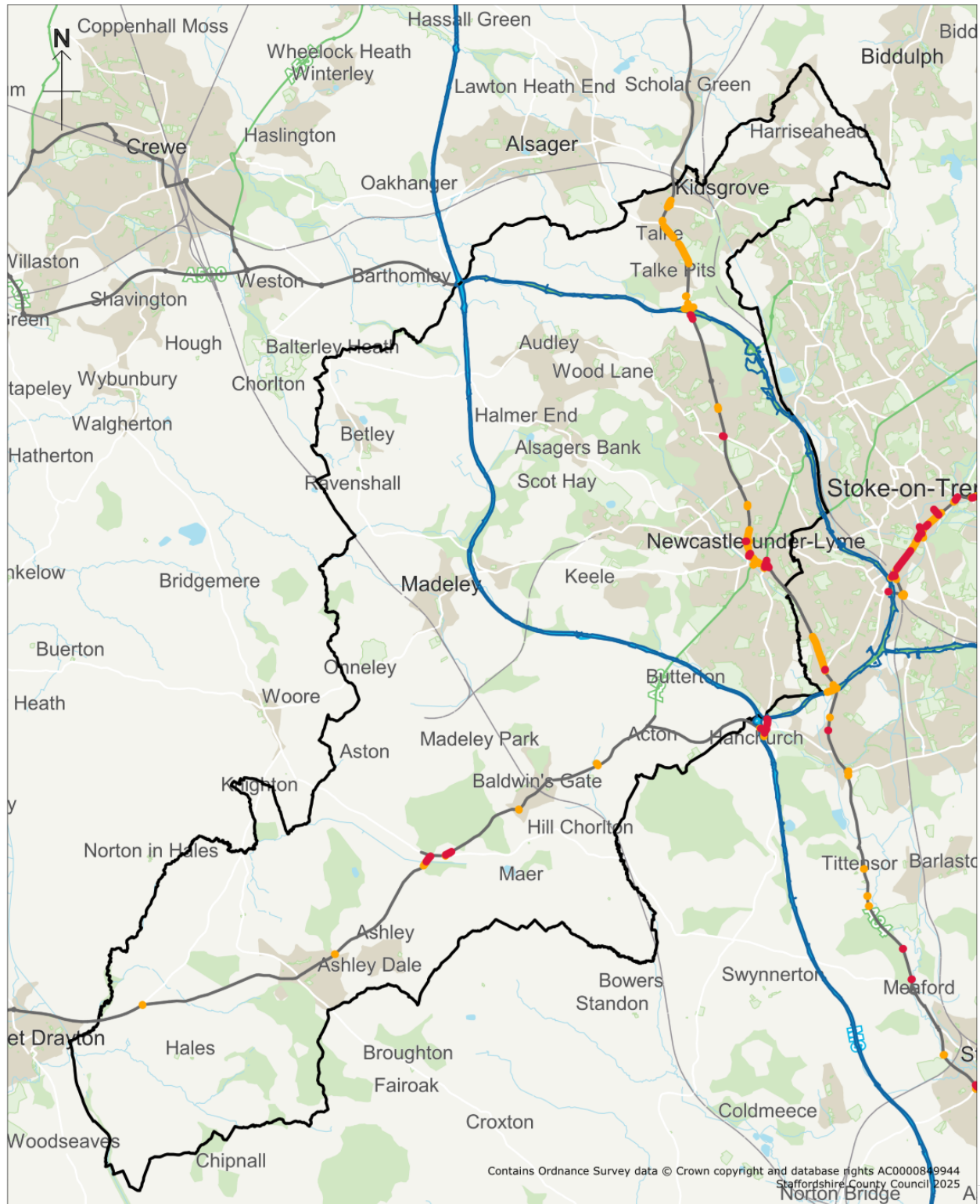
Travel time can be double free flow time

Travel time can be triple free flow time

District boundary

Major Road Network

Strategic Highway Network

Scale: 1:120000

Staffordshire
County Council

**Newcastle-under-Lyme Borough
MRN 2025 PM Peak Traffic Delays**

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Staffordshire County Council 2025

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 only station in Newcastle-under-Lyme Borough is Kidsgrove.

Newcastle under Lyme Borough Rail Station Patronage last 10 years (Kidsgrove station)
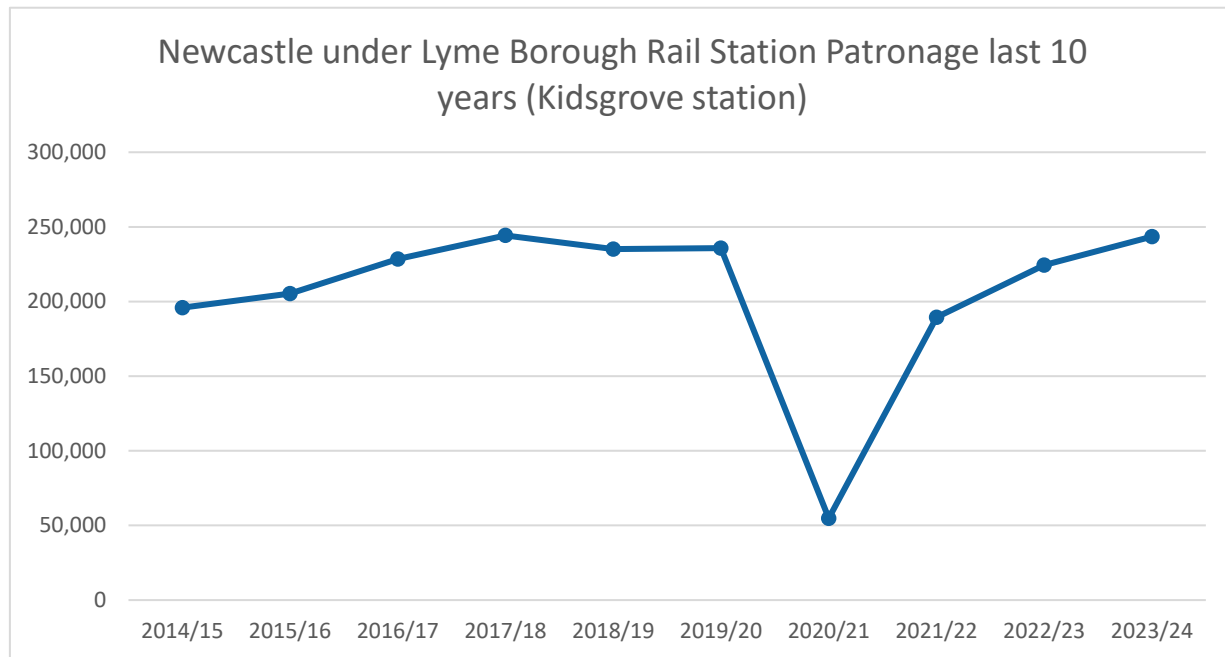
Top 10 rail destinations			
Station	**Kidsgrove**		
Rank	**Station name**	**No.of journeys**	**% of Total**
1	Manchester Piccadilly	36,436	29.91%
2	Stoke-On-Trent	20,500	16.83%
3	Crewe	7,756	6.37%
4	Macclesfield	6,210	5.10%
5	Stafford	3,546	2.91%
6	Congleton	2,854	2.34%
7	Birmingham New Street	2,822	2.32%
8	Chester	2,729	2.24%
9	Stockport	2,588	2.13%
10	London Euston	2,278	1.87%

Station	Level of Accessibility					
	Patronage 2023 / 24	**Inclusive Access**	**Cycle Access to station**	**Access to bus services**	**Overall Access score (out of 7)**	**Comment**
Kidsgrove	243,534	Y	1	2	4	Cycle access to the station to be considered as part of the redevelopment of the station building and forecourt

12. Rail services 2025

Rail services in Newcastle-under-Lyme District are provided by East Midlands Trains, West Midlands Trains and Northern Rail from Kidsgrove station. East Midlands Trains operates hourly services to Crewe, Stoke-on-Trent and Derby. West Midlands Trains operates hourly services to Crewe, Stoke-on-Trent, Stone and Stafford. Northern Rail operate hourly services to Stoke-on-Trent, Macclesfield, Stockport and Manchester. 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**
Kidsgrove	Y *	Y	Y	Y	Y	Y

N

Kidsgrove Station
3 trains per hour to Alsager, Crewe
and Stoke on Trent.

60 minute frequency service to
Congleton, Macclesfield, Stockport,
Manchester, Uttoxeter, Derby,
Nottingham, Newark, Stone,
Stafford

Harriseahead

Kidsgrove

Talke

Talke Pits

Audley
Wood Lane

Balterley Heath

Halmer End

Betley

Alsagers Bank

Ravenshall

Scot Hay

Newcastle-under-Lyme

Madeley

Keele

Onneley

Butterton

Aston

Madeley Park

Acton

Knighton

Baldwin's Gate

Hill Chorlton

Maer

Ashley

Loggerheads

Hales

	District Boundary
	County Boundary
	Railway Line
●	Railway Station

Scale: 1:135000

Staffordshire
County Council

Rail Services in Newcastle Borough - Frequencies and stations served

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.

Legend:
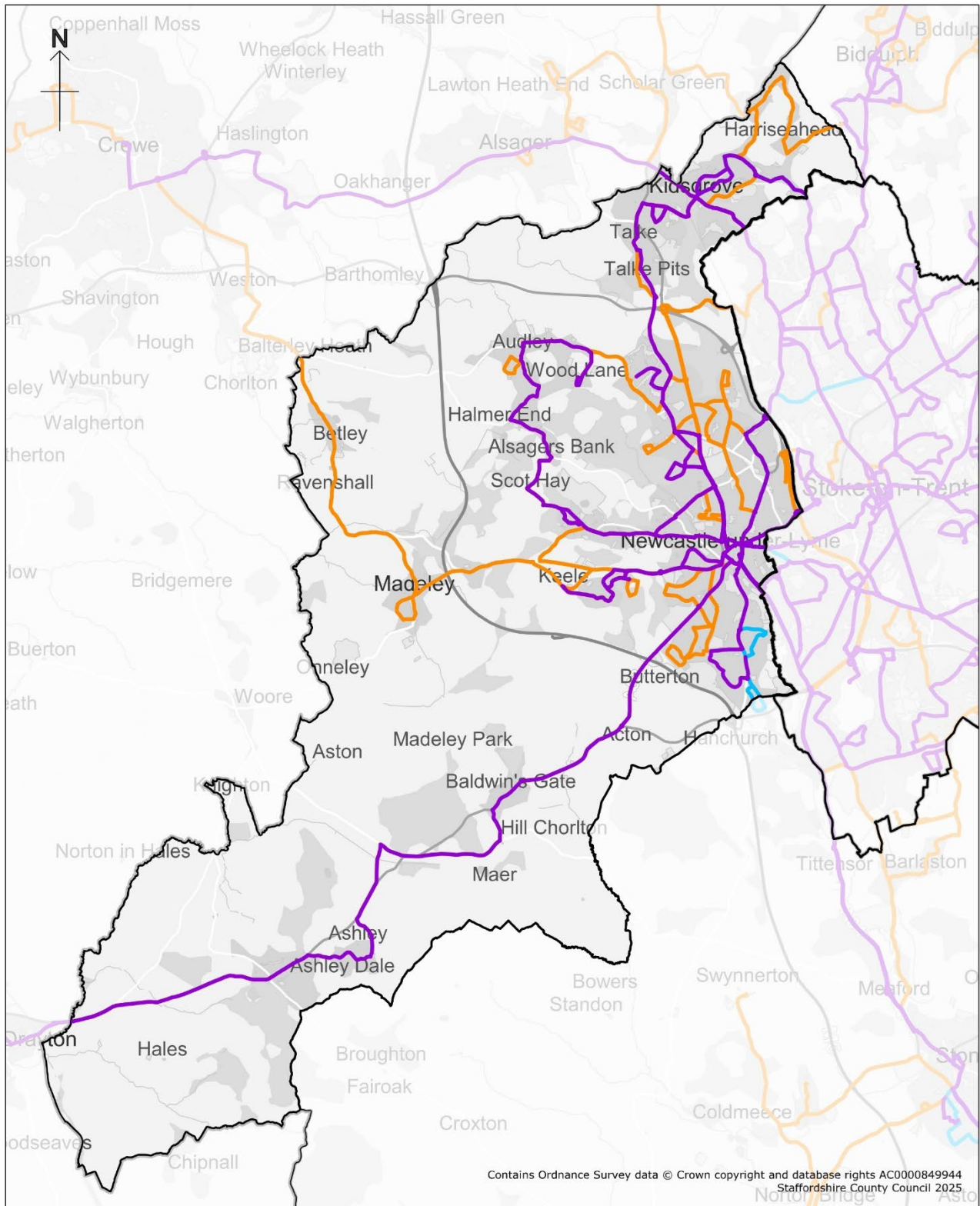
— Commercial

— Part Subsidised

— Subsidised

Scale: 1:120000

Staffordshire
County Council

Newcastle-under-Lyme Bus Services

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.

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Staffordshire County Council 2025

Staffordshire
County Council
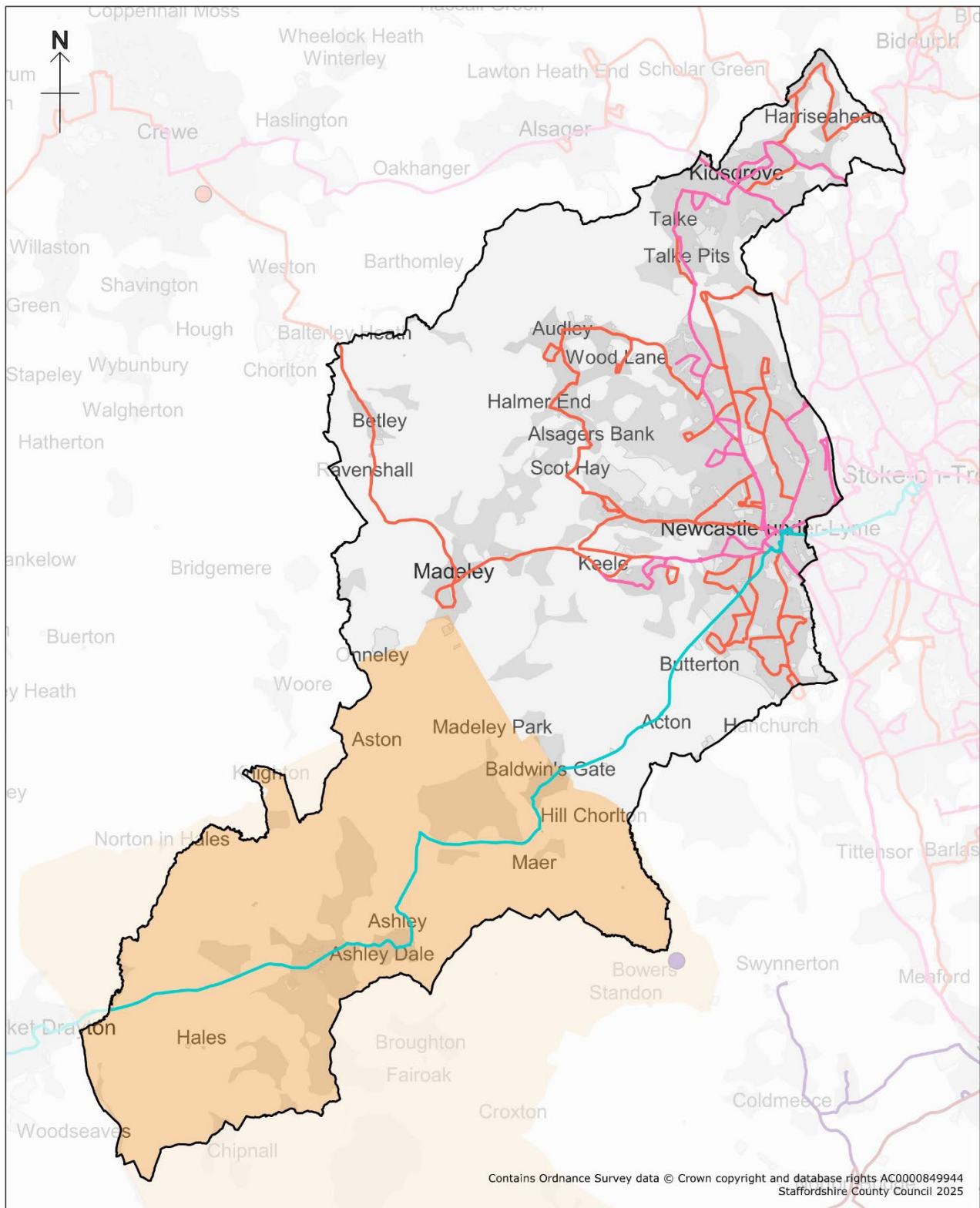
Newcastle-under-Lyme
Bus Routes Oct25

Legend:
- Arriva
- First
- D&G
- Border Car Project Area
- ◯ Bus depots

Scale: 1:120000

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.

Passengers

Lower

Higher

Lower

Higher

>= 10000

Scale: 1:47000

Staffordshire
County Council

Newcastle Bus Stop
Patronage September 2023

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Staffordshire County Council 2024

Passengers

Lower ↕ Higher

Lower ↕ Higher >= 10000

Scale: 1:29000

Staffordshire County Council
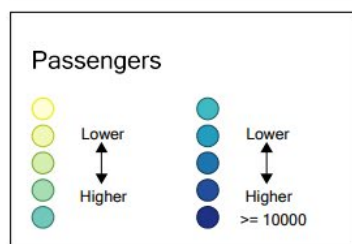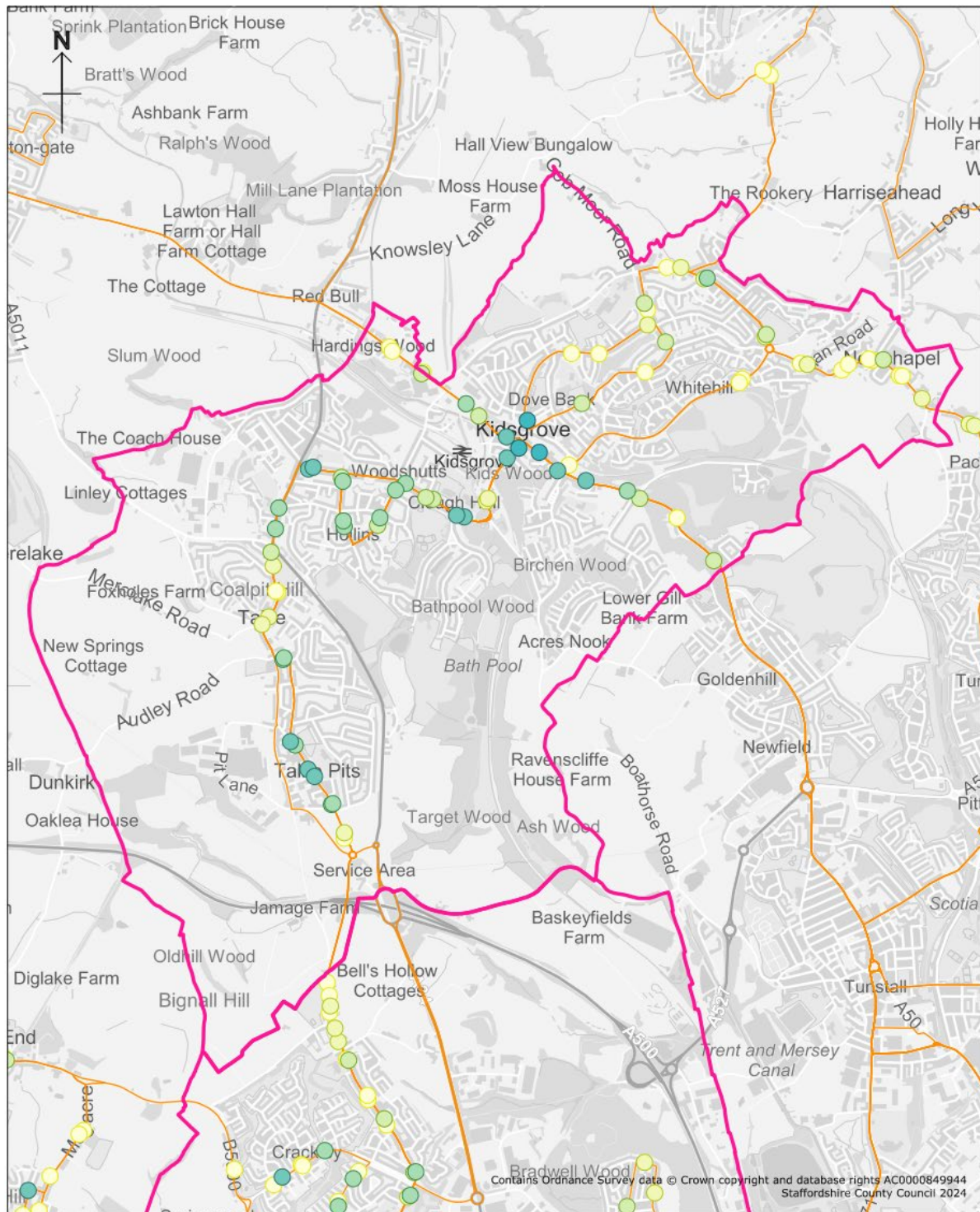
Butt Lane, Kidsgrove & Talke Bus Stop Patronage September 2023

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Staffordshire County Council 2024

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.

N

Prize Plantation
Sprink Plantation
Bratt's Wood
Summer House Plantation
awton-gate
Mill Lane Plantation
Scholar Green
The Rookery Harriseahead
Knowsley Lane
Slum Wood
Red Bull
Hardings Wood
Dove Bank
Whitehill
Newchapel
Butt Lane
Kidsgrove
Kidsgrove
Swallowmoor Wood
Woodshutts
Rje Wood
Clough Hall
Merelake
Hollins
Birchen Wood
Merelake Road
Coalpit Hill
Talke
Bathpool Wood
Acres Nook
Audley Road
Bath Pool
Goldenhill
Sandyford
Dunkirk
Pitt Lane
Talke Pits
Target Wood
Ash Wood
Boathorse Road
Oldhill Wood
Bignall Hill
Red Street
Trent and Mersey Canal
all End
Tunstall
Crackley
Bradwell Wood
Springwood

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Staffordshire County Council 2025

Legend	
⚡	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: 1:30000

Source: DfT BODs data
Septemeber 2025

Staffordshire
County Council

Bus Reliability Kidsgrove

N

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Staffordshire County Council 2025

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

Scale: 1:50000

Source: DfT BODs data
Septemeber 2025

Staffordshire
County Council

Bus Reliability Newcastle

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.

Average Daily Pedestrian Flows - Newcastle

Average Daily Pedestrian Flows - Newcastle

Average Daily Cyclist Flows - Newcastle

Average Daily Cyclist Flows - Newcastle
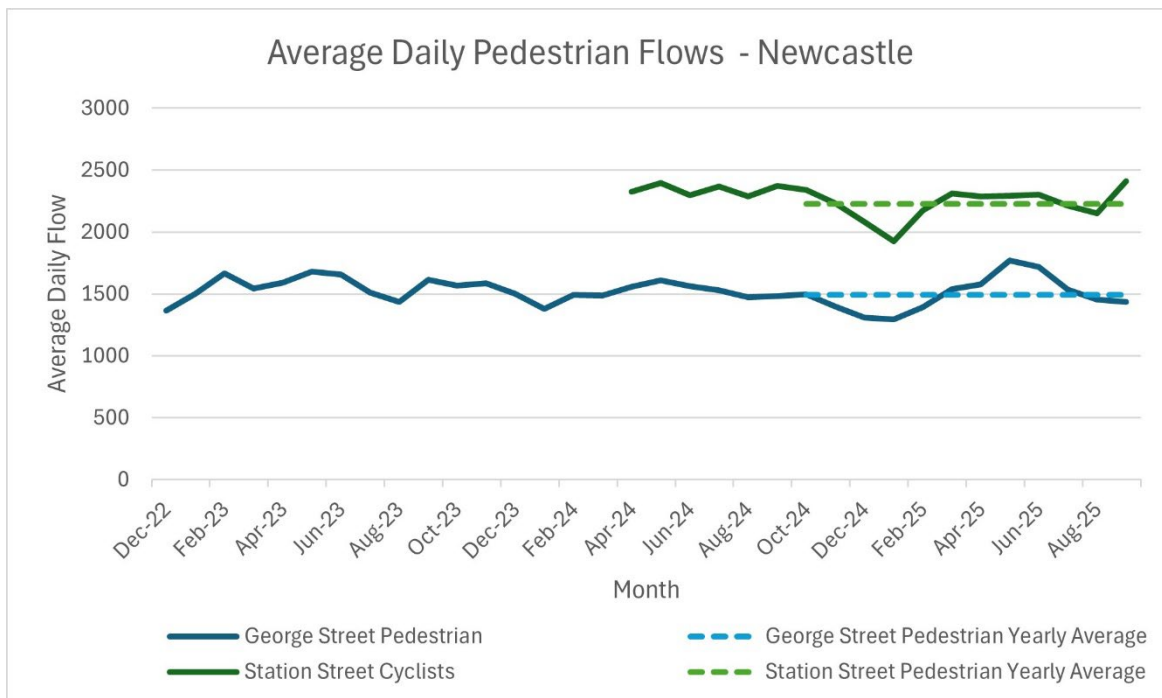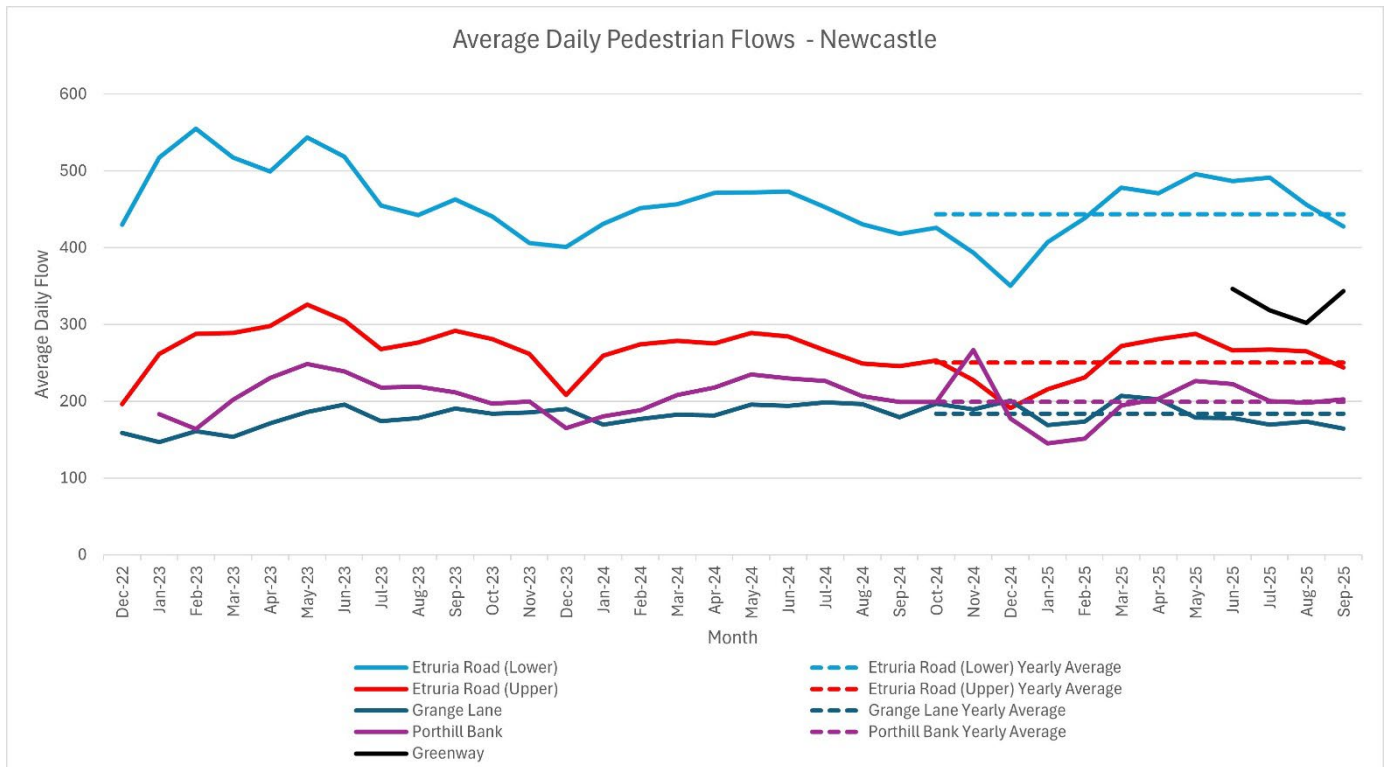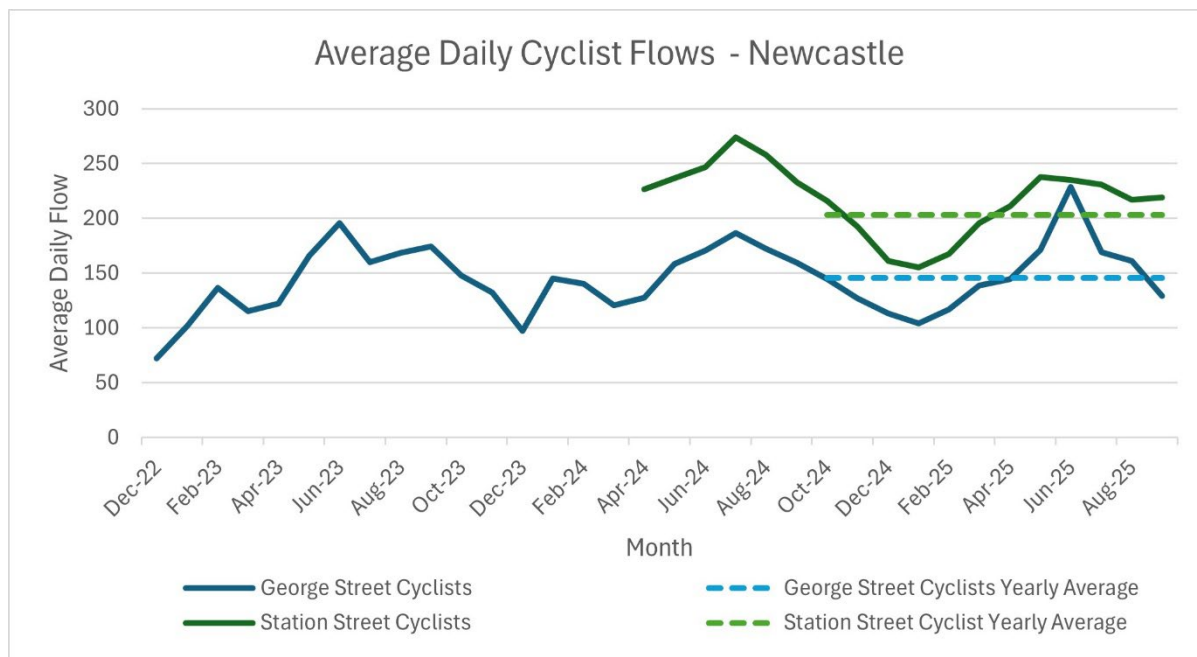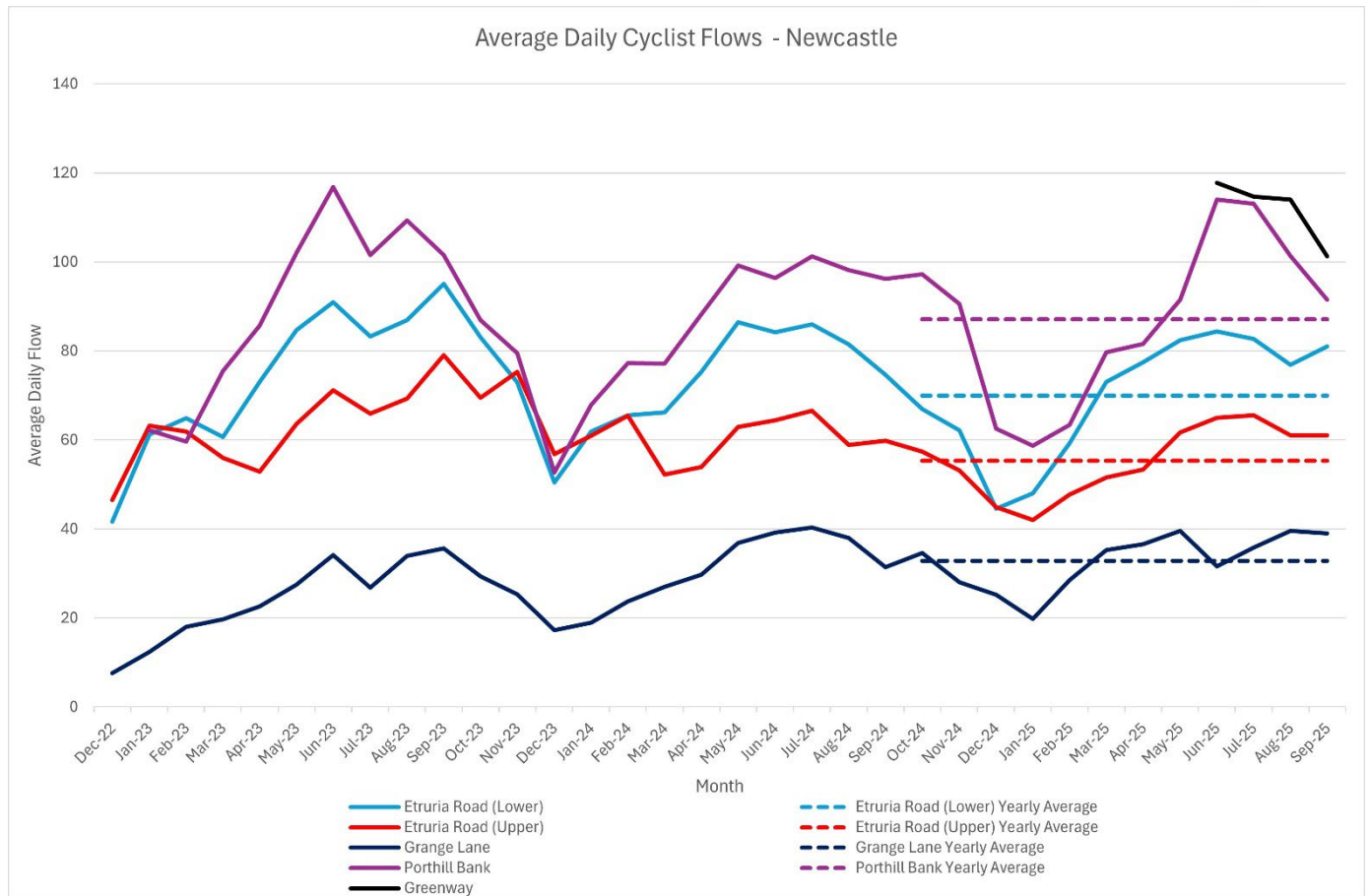
18. Walking audits

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.

Kidsgrove

In May 2023, Walk Wheel Cycle Trust carried out a walking audit in Kidsgrove, 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. A summary of the findings of the walking audit was published on SCC's Let's Talk Transport website.

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 Kidsgrove 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. Some key themes emerged, which highlighted the most important issues that require improvement:

1. The state of pavements:
   a. Uneven surface, poor maintenance

   b. Parking of cars on pavements – obstruction and damage caused

2. More/better signage needed
3. People like green and blue spaces – walking/wheeling away from roads and therefore not near traffic (noise, pollution, danger), surrounded by nature.
4. Anti-social behaviour, including littering

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

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.
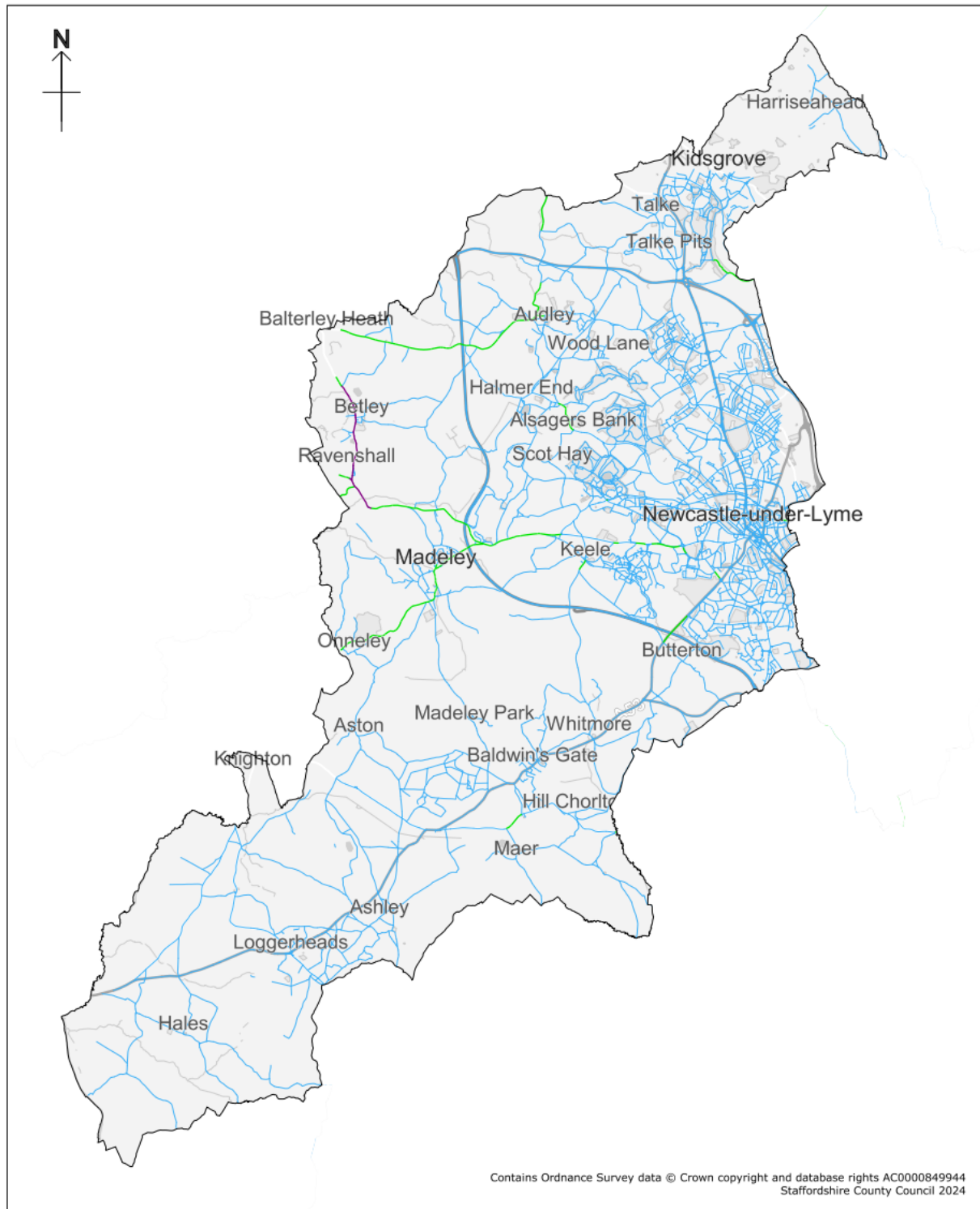
N

Harriseahead

Kidsgrove

Talke

Talke Pits

Balterley Heath

Audley

Wood Lane

Halmer End

Betley

Alsagers Bank

Ravenshall

Scot Hay

Newcastle-under-Lyme

Madeley

Keele

Onneley

Butterton

Madeley Park

Whitmore

Aston

Baldwin's Gate

Knighton

Hill Chorlt

Maer

Ashley

Loggerheads

Hales

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Staffordshire County Council 2024

Total Annual Journeys

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

The data used is taken directly from Strava

Staffordshire
County Council

2022 Strava Cycle Journeys
in Newcastle-under-Lyme Borough

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Scale: 1:120000

Red Street
Crackley
Springwood
Bradwell Wood
Longbridge Hayes
Chesterton
Bradwell
Beasley
Porthill
Church Fields
Dimsdale
Wolstanton
Cross Heath
May Bank
Knutton
Basford
The Brampton
Silverdale
Job's Wood
Poolfields
Bogs Wood
Rosemary Hill Wood
Friars' Wood
Keele
Barker's Wood
Dardanelles Plantation
Westlands
Verdun Plantation
Brickkiln Plantation
Birch Wood
Springpool Wood
Clayton
Seabridge
Rowley Wood
Dark Wood
Leas Wood

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Staffordshire County Council 2024

Total Annual Journeys

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

The data used is taken directly from Strava

Staffordshire County Council

2022 Strava Cycle Journeys for Newcastle-under-Lyme

Scale: 1:45000

N

Hardings Wood

Newchapel

Whitehill

Dove Bank

Butt Lane

Kidsgrove

Kidsgrove

Woodshutts

Clough Hall

Hollins

Birchen Wood

Coalpit Hill

Bathpool Wood

Talke

Acres Nook

Bath Pool

Pit Lane

Talke Pits

Target Wood

7

Oldhill Wood

Bignall Hill

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Staffordshire County Council 2024

The data used is taken directly from Strava

Total Annual Journeys

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

Scale: 1:35000

Staffordshire
County Council

2022 Strava Cycle Journeys
in Kidsgrove, Talke and Butt Lane

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.
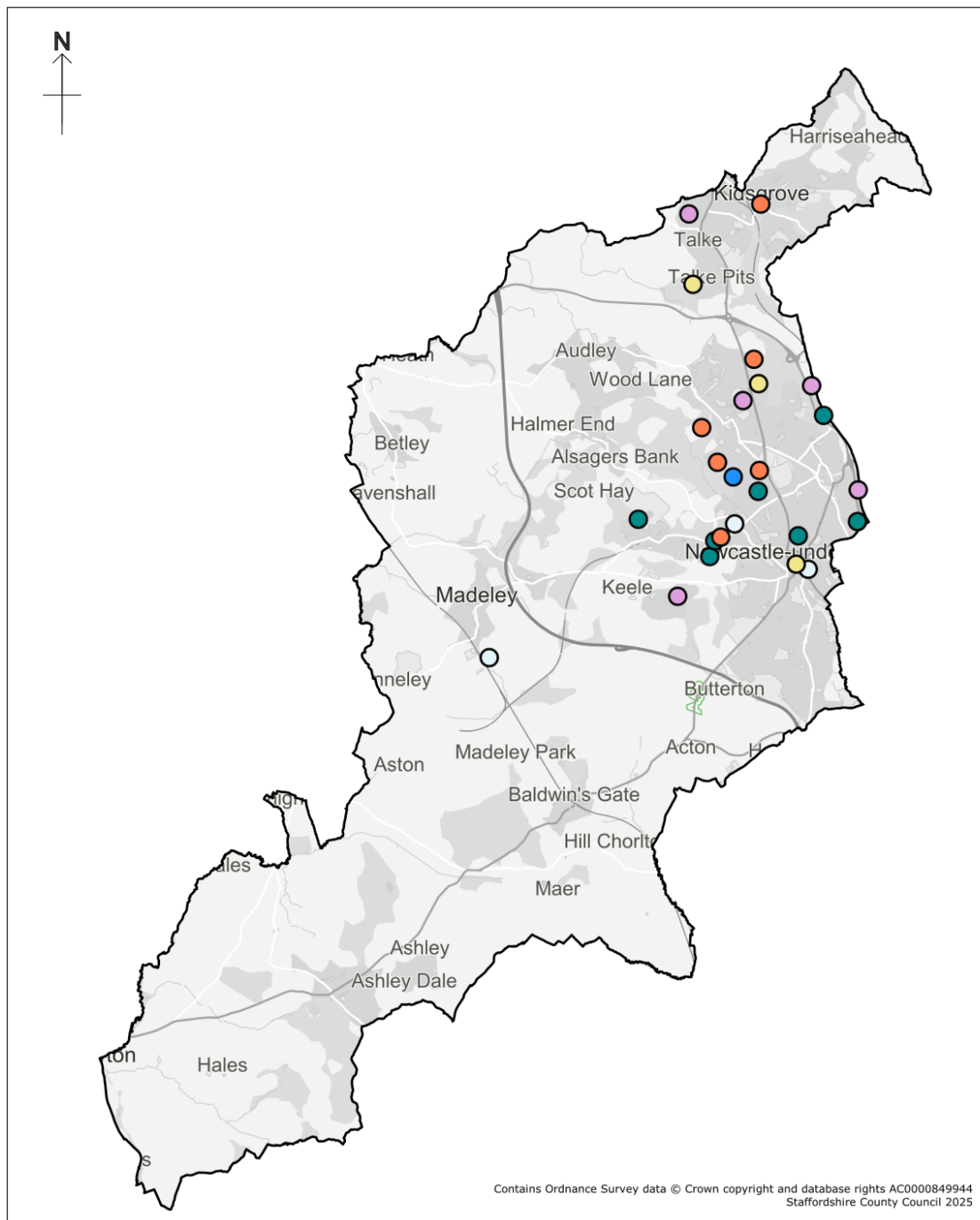
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Staffordshire County Council 2025

Number of Employees

🔵	3273 or above	🟠	250 to 489
🟡	1098 to 3272	🟢	89 to 249
🟣	490 to 1097	⚪	3 to 88

Scale: 1:120000

Staffordshire County Council

Employment Destinations

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
Newcastle-under-Lyme	79,402	19%	95%
Kidsgrove	21,634	54%	100%

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

Town centre	Population	Percentage
Newcastle-under-Lyme	79,402	98%
Kidsgrove	21,634	87%
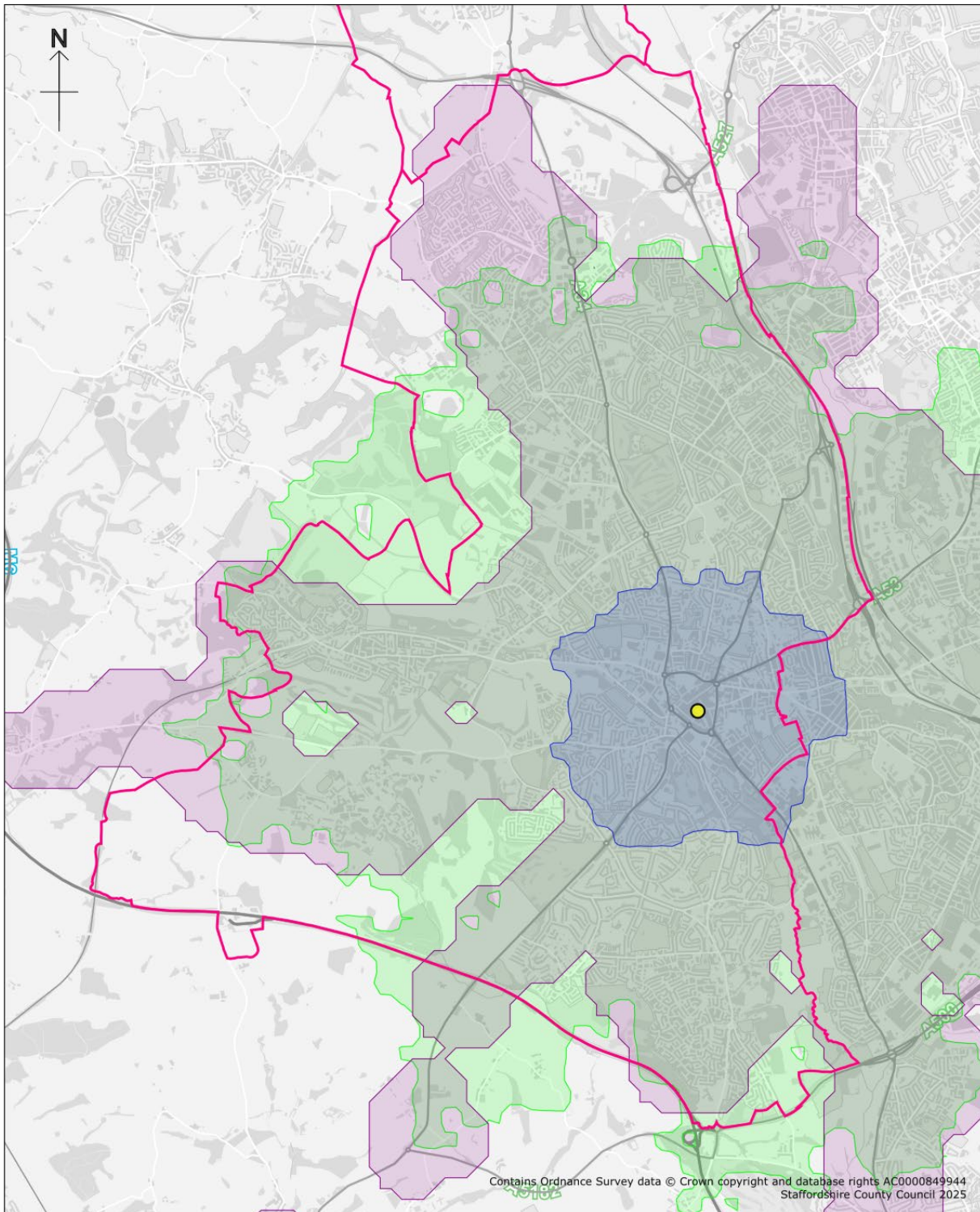
N

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Staffordshire County Council 2025

Staffordshire
County Council

**Access to Newcastle-under-Lyme
Town Centre by Methods of Transport**

Legend

⬤ Town Centre

Within 30 minutes of Public Transport

Within 20 Minutes of Cycling

Within 20 Minutes of Walking

Tier 1 Settlement Boundary

Scale: 1:47000

N

Knowsley Lane

A34

A50

A5011

A5011

Merelake Road

Audley Road

Pit Lane

Megacre

Kidsgrove

Cob Moor Road

Ian Road

Boathorse Road

A527

A527

A527

A500

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Staffordshire County Council 2025

Legend

- 🟡 Town Centre
- 🟪 Within 30 minutes of Public Transport
- 🟩 Within 20 Minutes of Cycling
- 🟦 Within 20 Minutes of Walking
- ▬▬ Tier 1 Settlement Boundary

Scale: 1:29000

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.

Staffordshire County Council

Newcastle-under-Lyme

Staffordshire County Council

Cheshire East 4.28%

Biddulph 0.61%

Leek 0.29%

Mow Cop 0.05%

Harriseadhead 0.04%

Butt Lane Kidsgrove Talke 1.77%

Brown Edge 0.08%

Endon 0.12%

Cheddleton 0.05%

Audley 0.25%

Newcastle-under-Lyme without town centre 44.21%

Wetley Rocks 0.02%

Halmerend 0.14%

Werrington and Cellarhead 0.31%

Betley 0.04%

Madeley Heath 0.22%

City of Stoke-on-Trent 36.11%

Madeley 0.42%

Shropshire 0.60%

Blythe Bridge and Forsbrook 0.26%

Whitmore 0.20%

Meir Heath 0.08%

Blythe Bridge 0.14%

Baldwins Gate 0.26%

All type 5 areas in Staffordshire 4.21%

Barlaston 0.21%

Scale: 1:125000

Loggerheads 0.20%

Ashley 0.06%

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Staffordshire County Council 2025

Legend

- 1. Settlements with all travel options available and close proximity to facilities
- 2. Settlements adjacent to those with all 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

- 2km buffer
- 5km buffer
- 10km buffer

Staffordshire County Council

Kidsgrove

Cheshire East
15.90%

All type 5 areas
in Staffordshire
1.80%

Biddulph
1.97%

Leek
0.09%

Mow Cop
0.84%

Butt Lane
Kidsgrove
Talke
without Kidgrove
town centre
38.09%

Harriseadhead
1.04%

Brown Edge
0.20%

Endon
0.05%

Cheddleton
0.01%

Audley
0.27%

Halmerend
0.06%

Betley
0.03%

City of
Stoke-
on-Trent
27.98%

Wetley
Rocks
0.00%

Madeley
Heath
0.03%

Newcastle-
under-Lyme
7.67%

Werrington
and
Cellarhead
0.04%

Madeley
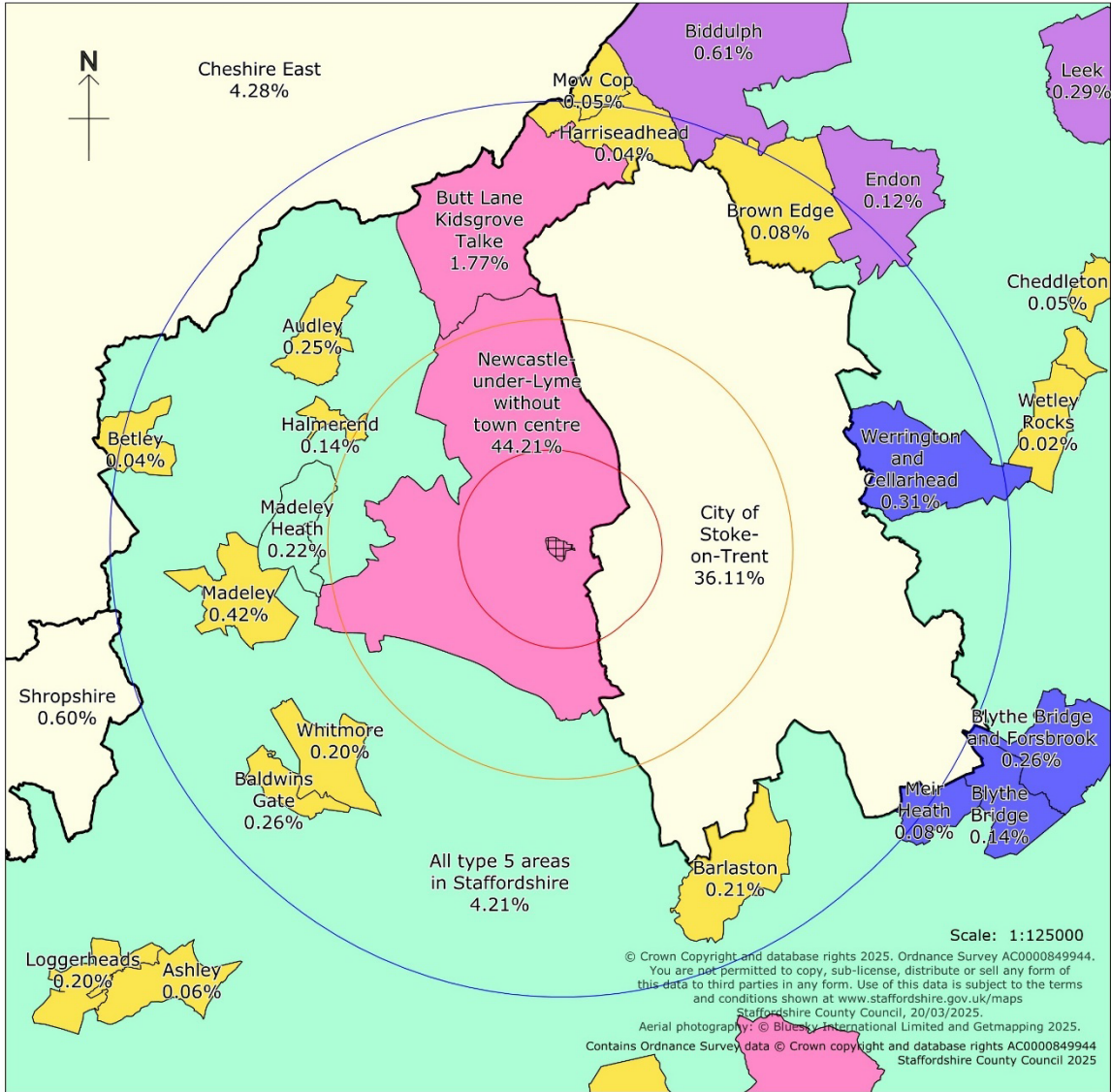0.05%

Whitmore
0.04%

Scale: 1:125000

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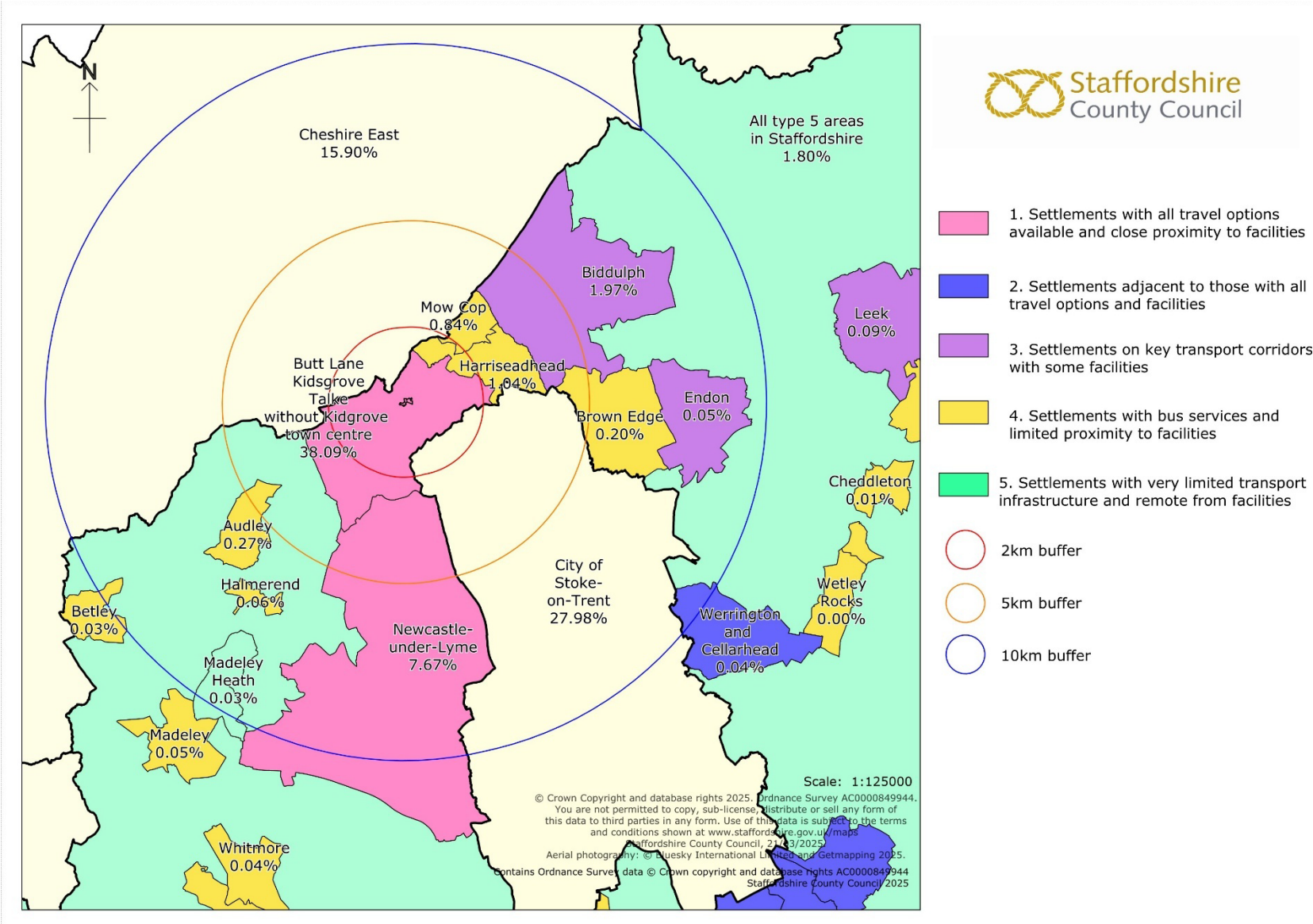Staffordshire County Council 2025

Staffordshire
County Council

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

2. Settlements adjacent to those with all
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

2km buffer

5km buffer

10km buffer

For more information please contact:

Connectivity and Sustainability
Transport and the Connected County
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No. 1 Staffordshire Place
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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