STAFFORDSHIRE
Local Transport Plan
2026
Consultation Report

Staffordshire
County Council
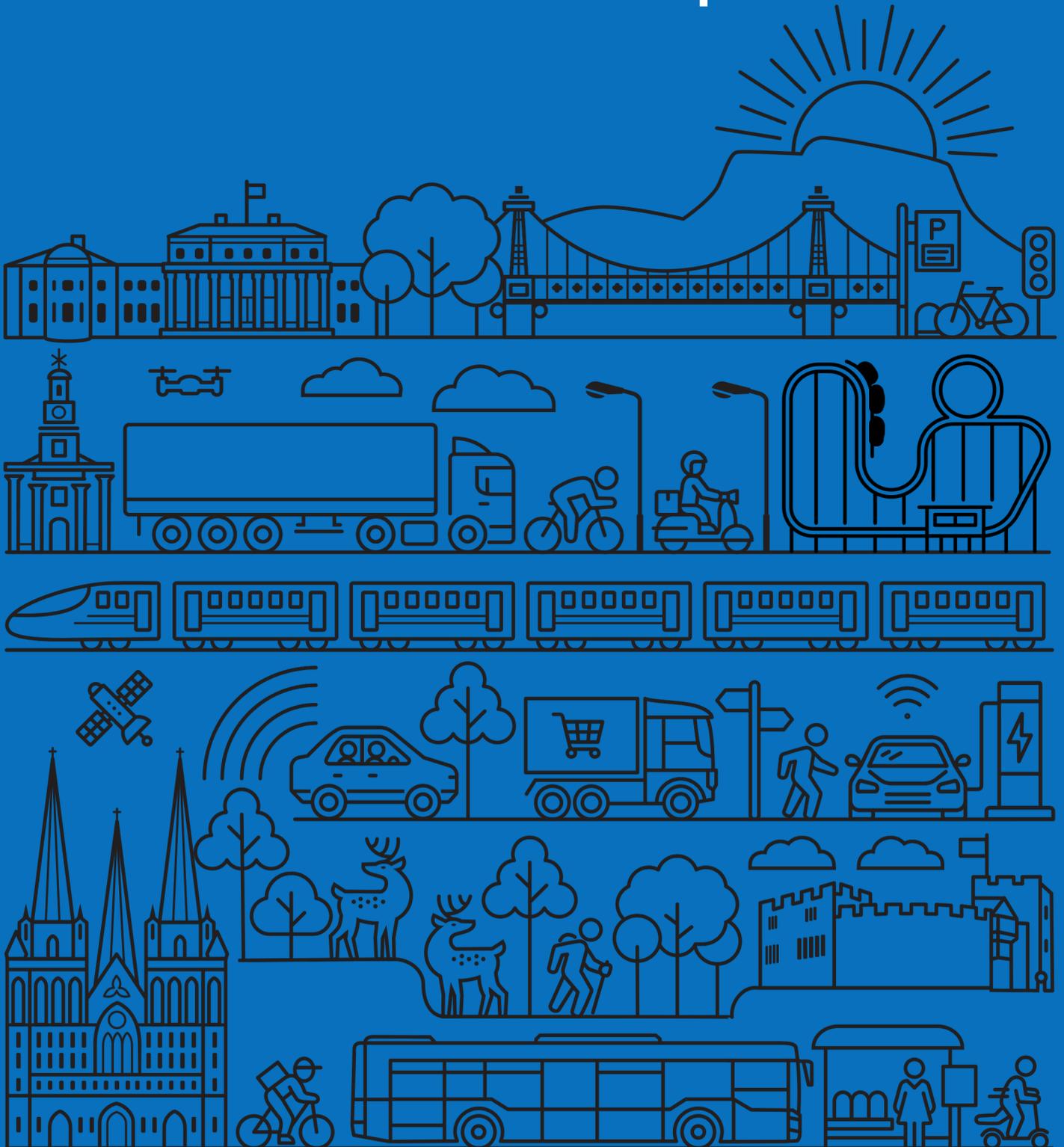
Contents

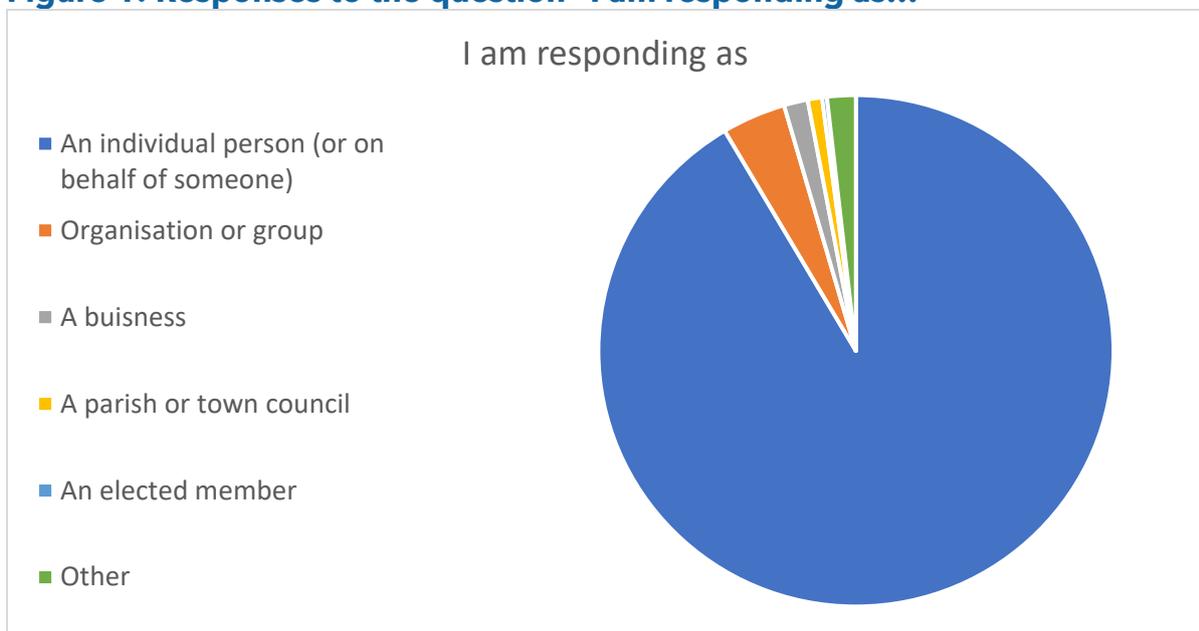# 1. Why and how we asked for feedback

We have written a new draft Local Transport Plan (LTP) for Staffordshire, and we wanted to know what people thought about it. To capture the views of residents, businesses and other stakeholders, we conducted a four-week consultation exercise, primarily through a survey on the Let's Talk Transport website. This ran from Monday 29th September to Monday 27th October 2025.

The writing of the draft LTP had already been a collaborative exercise: the content was shaped by a period of extensive engagement activities between June 2023 and December 2024. During this time, we adopted various approaches to ensure we engaged with the widest possible range of residents, businesses and stakeholders. A summary of what we heard from various groups of people is available on the [Let's Talk Transport](#) website (Appendices: Engagement Tracker).

2. Who responded

Below we set out the findings from the consultation exercise. These are based on responses from 331 people, which include individual members of the public and people representing stakeholders and businesses. Details on who the respondents were are illustrated in Figures 1-6.

Figure 1: Responses to the question "I am responding as…"

Figure 2: Which areas respondents are from.

Areas Respondents are From

Legend:
- Staffordshire (excluding Stoke-on-Trent)
- I do not live in Staffordshire (including Stoke-on-Trent)
- I am not sure
- Did not answer
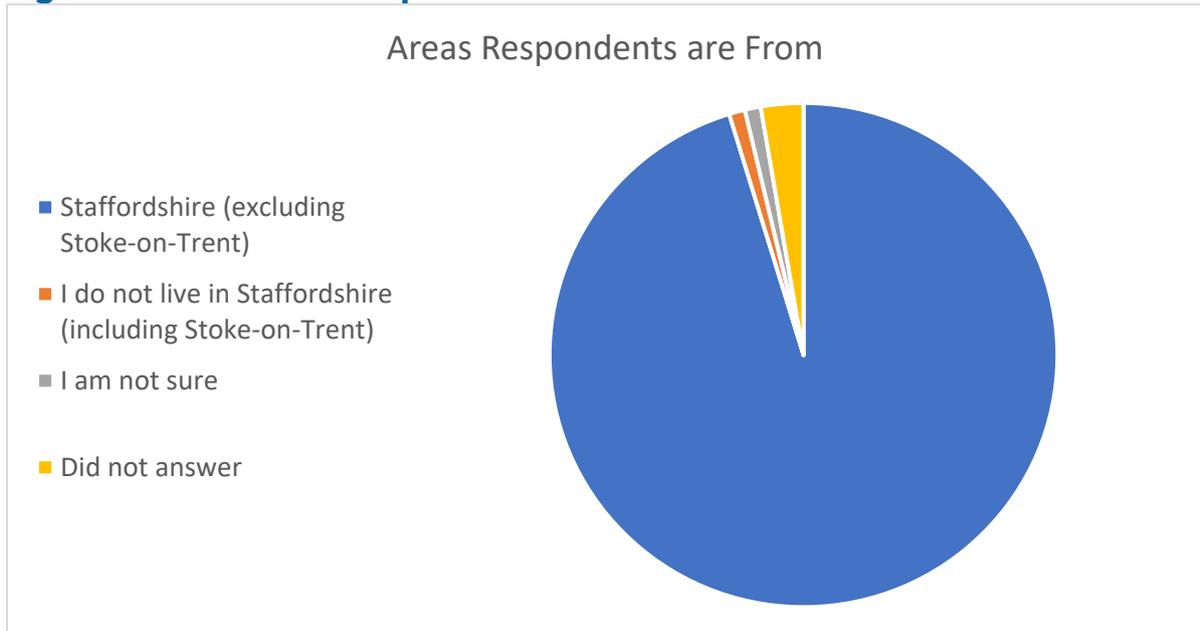
Figure 3: Which boroughs/districts of Staffordshire respondents are from.

Borough/ District Break Down

Legend:
- Cannock Chase District
- East Staffordshire Borough
- Lichfield District
- Newcastle-under-Lyme Borough
- Stafford Borough
- Tamworth Borough
- Staffordshire Moorlands
- South Staffordshire
- If you don't live in Staffordshire please tell us where you do live
- Did not answer
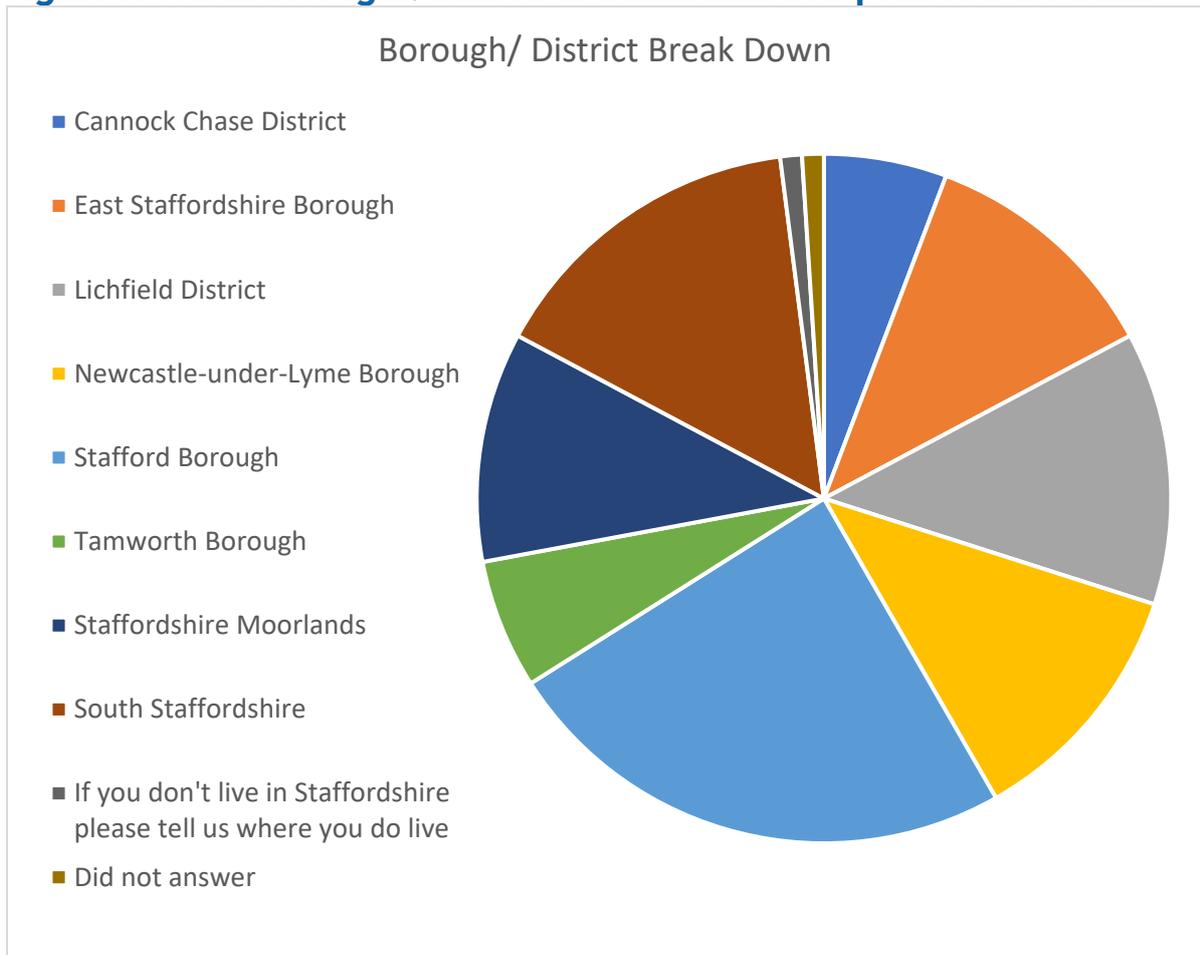
Figure 4: Which mode of transport respondents use the most (individual respondents only).

What mode of transport do you use the most?

- Bus
- Train
- Car/ Van driver
- Car/ Van passenger
- Taxi
- Bicycle/ Scooter
- Walk
- Motorcycle/ Moped
- Other (please specify)
- Didn't answer
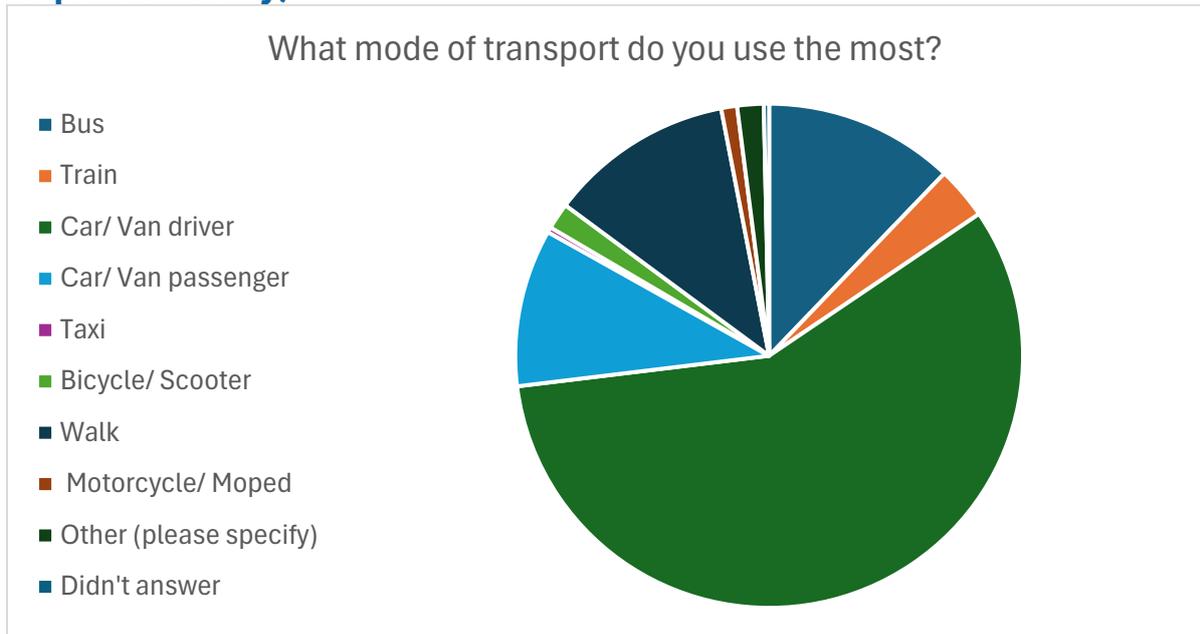
Figure 5: Respondents' age (individual respondents only).

Ages of Respondents

- Under 17
- 17-24
- 25-64
- 65+
- Prefer not to say
- Did not answer
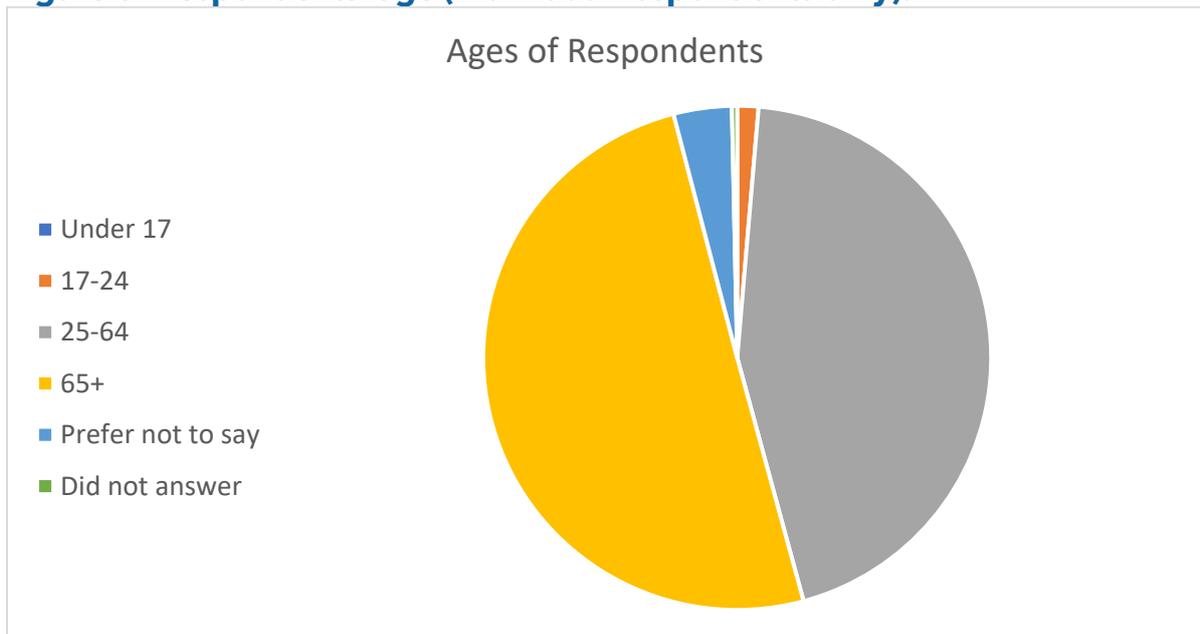
Figure 6: Respondents who consider themselves disabled, according to the Equality Act 2010 definition (individual respondents only).

Respondents Who Consider Themselves Disabled*

- Yes
- No
- Unsure
- Didn't answer
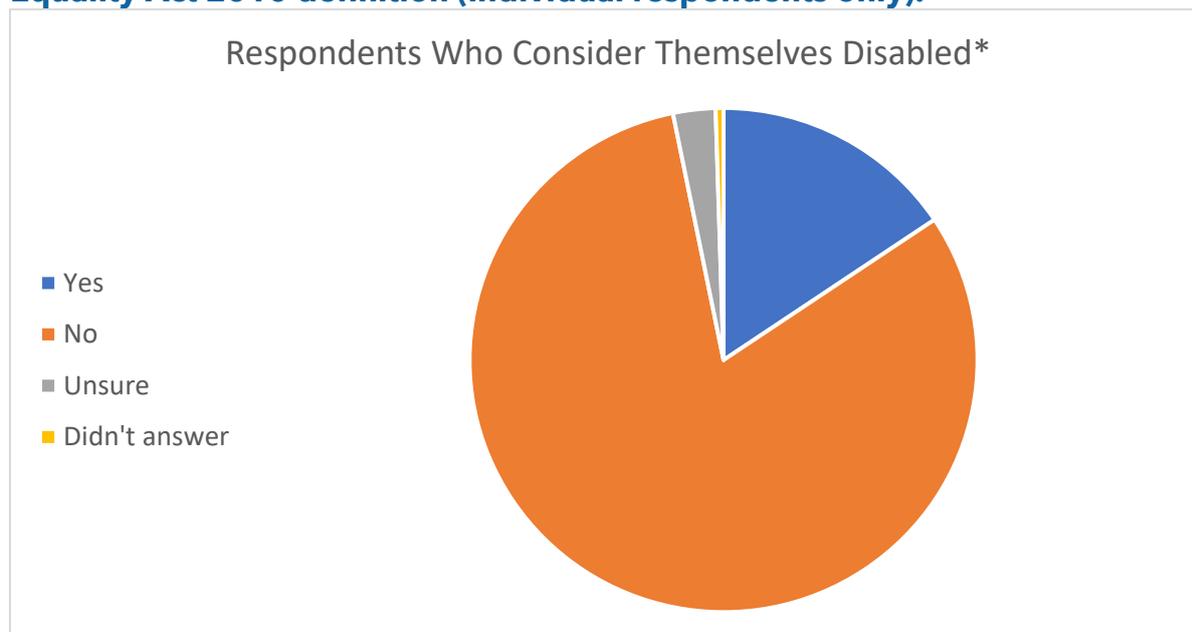
2.1 Stakeholders

We received responses, either through the survey or via email, from the following stakeholders:

- 20's Plenty for Staffordshire
- Adam Jogee MP
- Biddulph Town Council
- British Horse Society
- Campaign for the Protection of Rural England
- Canal Rivers Trust
- Cannock Chase District Council
- Cannock Chase National Landscape Partnership
- Cycling UK
- Doctor Alison Gardner MP
- Environment Agency
- Friends of Bilbrook
- Historic England
- Huntington Parish Councillors
- Kinver Climate Action Group
- Kinver Parish Council
- Leomansley Area Residents Association
- Lichfield Rail Promotion Group
- Masonic Housing Association
- Natural England
- Newcastle Borough Council

- Peak National Park
- Shenstone School
- South Staffordshire District Council
- Stafford Borough Council
- Staffordshire and Stoke-on-Trent Local Visitor Economy Partnership
- Sustainability in Colwich and the Haywoods
- Tutbury Parish Council
- Wombourne Parish Council

3. What people told us

We asked various questions about the Vision, the Strategic Objectives, and the Delivery Principles, and for each chapter about the Theme Objectives, the Way Forward, the Long-Term Vision, and the Key Performance Indicators. These included a combination of single- or multiple-choice tick box responses and some free text box responses.

3.1 Vision

We stated our long-term vision for Staffordshire, which is to create an integrated and efficient transport system that delivers economic prosperity, creates healthy and safe communities, and protects the natural environment. We then asked respondents how strongly they agreed or disagreed with the vision (Figure 7).

91%   either strongly or tended to agree with our vision.

Figure 7: How strongly respondents agreed or disagreed with our Vision.

Levels of agreement with our Vision

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Unsure / don't know
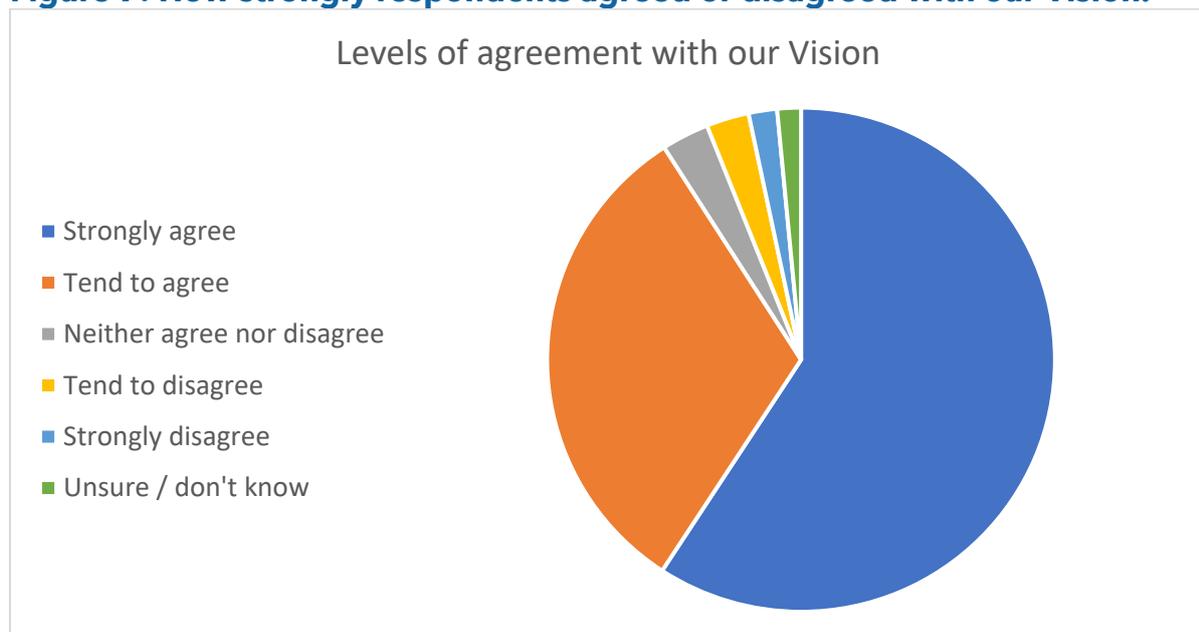
In the next question, respondents had the opportunity to give further comments on the vision. 148 responded, whilst 183 did not give further comments.

There was general support for its intent, but concern over its clarity and feasibility. Many found the wording too vague or bureaucratic, calling for simpler, more relatable language. While the ambition was welcomed, respondents questioned how the vision would be delivered in practice, especially in terms of integration of modes, environmental protection, and community health. There was scepticism about whether the Council can implement such a broad strategy effectively, with calls for realistic planning, measurable outcomes, and genuine public engagement to ensure the vision translates into meaningful change.

3.1.1 How we responded

As there was such strong agreement for the Vision, in this consultation and throughout the prior engagement process that shaped it, this wording will remain, with one exception. The phrase "protects the environment" will be replaced with "improves the environment". Improve is a far more proactive and ambitious word then purely continuing to protect the environment.

We acknowledge that the Vision may still appear vague, but this reflects that it is an overarching and high-level strategy statement; further clarity and explanation can be found throughout the LTP, where each section is expanded and more details given about what the words mean in practice.

The LTP is a policy document which is aspirational and outlines strategic goals. Whilst the Council is committed to delivering projects that align with the LTP, and therefore we have considered deliverability in the draft LTP with example projects, this is not the aim of the document itself. At this stage, the aim is to set out broad principles and strategic direction, rather than detailed actions or operational specifics. By keeping the language open and inclusive, it allows flexibility for future development and adaptation, whilst ensuring alignment with long-term goals.

The LTP contains Key Performance Indicators (KPIs) and examples of projects that could be planned. We have done extensive community engagement during the writing of the draft LTP, and we are committed to further engagement to inform future projects.

3.2 Strategic Objectives

The LTP is underpinned by four Strategic Objectives, designed to align with the wider aims of the Council. When asked how strongly they agreed or disagreed with the four Strategic Objectives, the percentage of respondents who either strongly or tended to agree with each objective was as follows:

82%   Deliver a whole-systems approach to transport and road management that grows the economy

91%   Deliver safe, well maintained local roads, footways and cycleways that create a sense of place and healthy communities

79%   Improve physical and virtual connectivity, whilst addressing inequalities

84%   Improve air quality, and protect the natural environment

Figure 8: How strongly respondents agreed or disagreed with our Strategic Objectives.
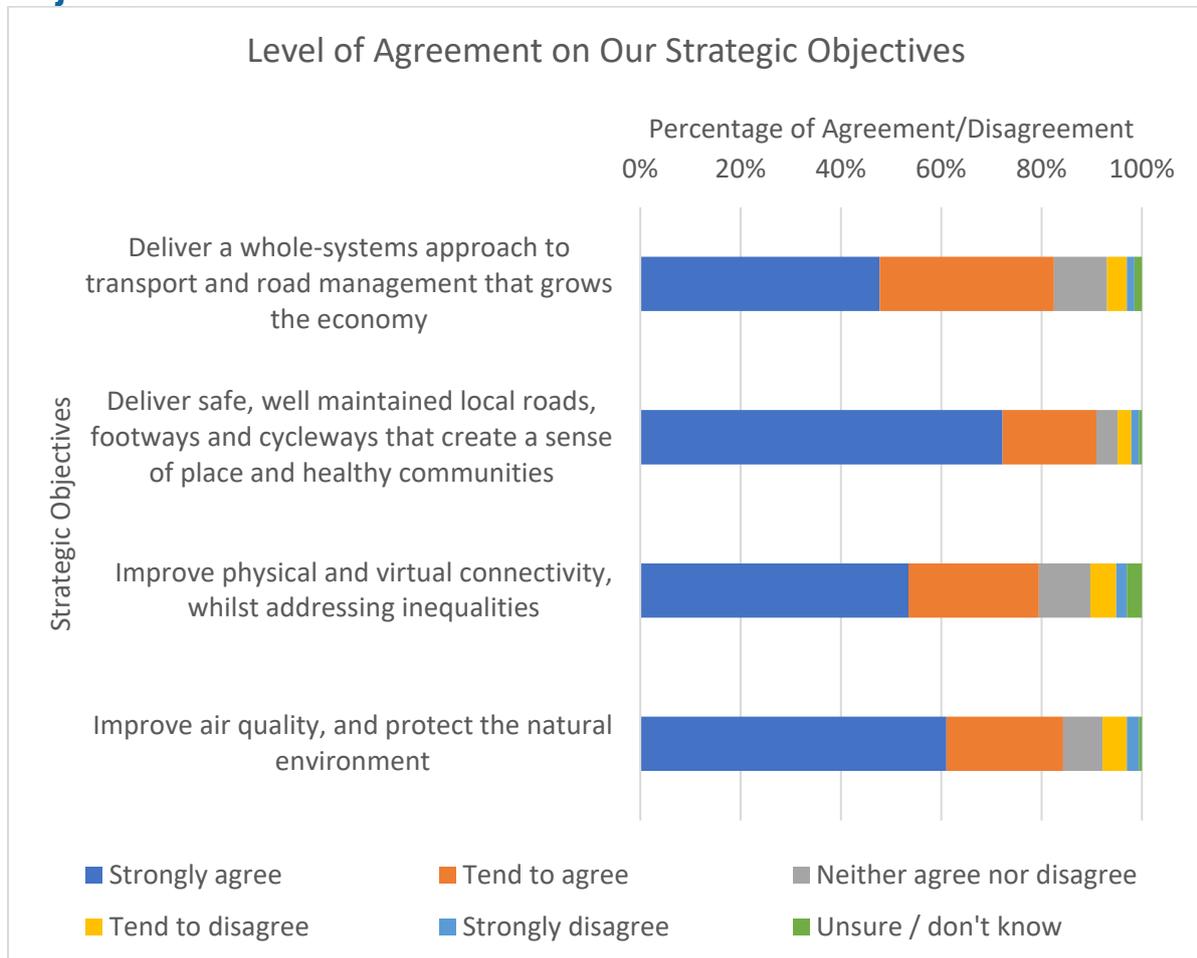
In the next question, respondents had the opportunity to give further comments on the Strategic Objectives. 113 responded, whilst 218 did not give further comments. Table 1 summarises what they told us.

3.2.1 How we responded

As there was such strong agreement for the Strategic Objectives, and the further comments came from only around one third of the respondents, there are no changes to these in the LTP. We have noted the themes that came up in the feedback and respond to these in Table 1.

Table 1: Summary of responses to a question asking if respondents had further comments on the Strategic Objectives.

| Strategic objective	You said	Our response
Whole-systems approach to transport and road management that grows the economy	Many respondents questioned the clarity and practicality of a "whole-systems approach", suggesting it should be tailored to local needs. While economic growth was broadly supported, concerns were raised about whether it benefits communities equitably or compromises environmental and health priorities.	We recognise that the concept of a whole systems approach is not familiar to everyone. This approach involves collaboration between a diverse range of stakeholders and acknowledges that the transport system is interconnected with other sectors. Tailoring the approach to local needs is a key aspect of a whole systems approach, as collaboration includes engagement with local communities; this is highlighted in the place-specific Delivery Principle in the LTP. Environmental, health and economic priorities are all key to the LTP, with none of them being more dominant than any other, as can be seen when the four Strategic Objectives are considered as a whole.
Safe, well-maintained roads, footways, and cycleways that create a sense of place and healthy communities	There was strong support for improving road and pavement conditions, with frequent complaints about poor maintenance, overgrown vegetation, and unsafe surfaces. Views on cycleways were mixed: some see them as vital for enabling more people to cycle, while others feel they are underused or poorly planned.	The more cycleways that are built to create a stronger network, the more this will encourage people to use them; underuse may be the result of a currently patchy network.
Improve physical and virtual	This objective was often seen as vague or confusing. Respondents emphasised the	There is more detail on what we mean by physical and virtual connectivity in the various

connectivity, whilst addressing inequalities	importance of reliable public transport to reduce social and geographic inequalities, especially in rural areas. Concerns were raised about over-reliance on digital solutions and the risk of isolating vulnerable groups.	chapters of the LTP. This LTP is not about over-reliance on digital solutions. Rather, it is about offering choices: providing digital options where practical for those who prefer them, while ensuring physical connectivity remains available for those who need it to avoid isolation. Public transport is a key part of the transport network that can tackle inequalities; how it looks in rural areas may be different from urban areas, for example with more demand responsive transport in rural areas.
Improve air quality and protect the natural environment	There was broad support for environmental goals, especially among those with health concerns. Suggestions included transitioning to electric vehicles, preserving green spaces, and reducing pollution from heavy goods vehicles. Some stressed the need for measurable outcomes.	All projects will be considered using an evidence-based decision-making process. The LTP lists KPIs for each of the transport themes, so outcomes will be measured against these.

3.3 Delivery Principles

We suggested five Delivery Principles to guide how we plan, build and implement transport projects, so they make life better for people and communities and consider the environment. When asked how strongly they agreed or disagreed with the five Delivery Principles, the percentage of respondents who either strongly or tended to agree with each objective was as follows:

81% 1. Create Vibrant, Prosperous and Attractive Places

85% 2. Improve Health, Wellbeing, and Community Cohesion

82% 3. Enhance the Natural Environment

81% 4. Recognise the Whole Life Impact

59% 5. Recognise the Deter, Shift and Improve Framework

Figure 9: How strongly respondents agreed or disagreed with our Delivery Principles.
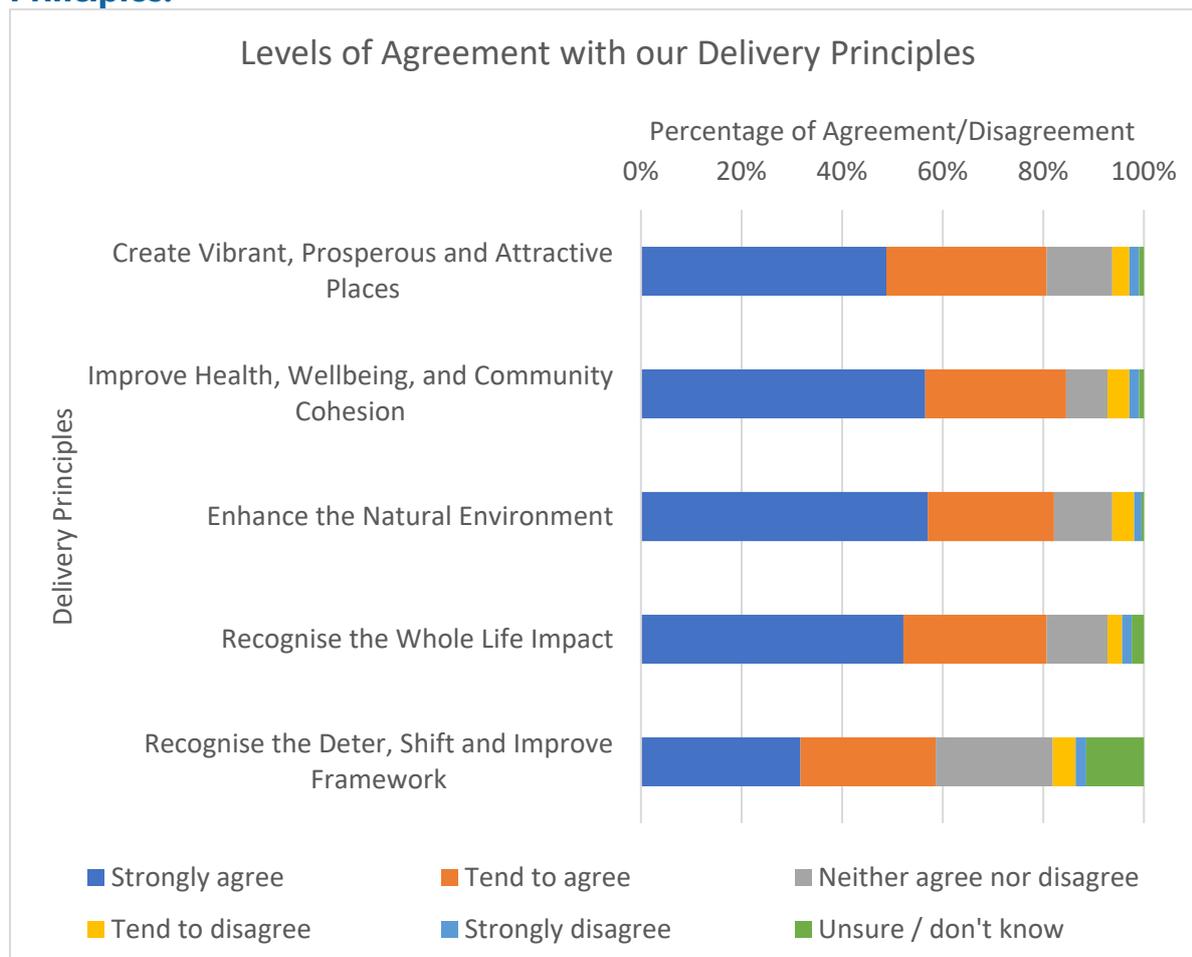
In the next question, respondents had the opportunity to give further comments on the Delivery Principles. 64 responded, whilst 137 did not give further comments. Table 2 summarises what they told us.

3.3.1 How we responded

There was strong agreement for Delivery Principles 1-4, although Delivery Principle 5 received notably lower agreement. Many of the further comments referred to a lack of understanding over the *Deter, Shift and Improve framework* in Delivery Principle 5. The concept of *Whole Life Impact* in Delivery Principle 4 was also not always understood, and the definition of *Community Cohesion* in Delivery Principle 2 was not always clear to respondents.

To reflect this feedback, we have made some changes. The order of the Delivery Principles has changed to:

- 1. Enable People to Make the Right Travel Choice
  - o This replaces: Recognise the Deter, Shift and Improve Framework
- 2. Create Vibrant, Prosperous and Attractive Places
- 3. Create Healthy, Safe, and Inclusive Communities
  - o This replaces: Improve Health, Wellbeing, and Community Cohesion
- 4. Adopt an Infrastructure-light Approach
  - o This replaces: Recognise the Whole Life Impact
- 5. Enhance the Natural Environment

We have noted other themes that came up in the feedback and respond to these in Table 2.

Table 2: Summary of responses to a question asking if respondents had further comments on the Delivery Principles.

Delivery Principle	You said	Our response
Create Vibrant, Prosperous and Attractive Places	Respondents generally supported this principle, but many questioned whether it would be delivered in practice. Concerns were raised about unequal prosperity, poor urban maintenance, and lack of supporting infrastructure such as parking and waste management. Some felt that current town centres do not reflect vibrancy or attractiveness and called for more inclusive planning.	As explained above, the LTP is a policy document which is aspirational and outlines strategic goals. Whilst the Council is absolutely committed to delivering projects that align with the LTP, and therefore we have considered deliverability in the draft LTP with example projects, this is not the aim of the document itself. The Vision is for the whole of Staffordshire, not favouring any area over any others. According to the Delivery Principles, projects need to be place-specific, people-specific and time-specific; this ensures equity across the county through implementing measures at the right time and place that are appropriate for various local communities. The whole systems approach recognises the interconnectedness of transport with other sectors such as maintenance and waste. Inclusive planning is at the heart of making places vibrant, prosperous and attractive.
Improve Health, Wellbeing,	This principle was widely supported, with several comments linking it to active	Community cohesion is about strength of relationships and people's sense of solidarity

and Community Cohesion **Changed to: Create Healthy, Safe, and Inclusive Communities**	travel, cleaner environments, and better public transport. However, some noted that community cohesion needs clearer definition and practical action, especially in rural areas. There were also calls for better access to services for older and disabled residents.	within a community; it is about ensuring everyone has an opportunity to participate in community life, including older and disabled residents. In the case of the LTP, this happens through policies that reduce inequality and social isolation, which is particularly key in rural areas where people are more geographically spread out. To give more clarity, we have replaced this principle with new wording.
Enhance the Natural Environment	Many respondents agreed with protecting the environment but were cautious about the term "enhance," suggesting minimal interference is more appropriate. Concerns were raised about the impact of housing developments and littering in rural areas. Some felt environmental goals should be more prominent and backed by enforceable measures.	Enhance means to improve the quality, value, or extent of something. We see this as a positive for the environment, and it is meant to add value to it, rather than detract in any way. By featuring in both the Strategic Objectives and the Delivery Principles, the natural environment is a key priority throughout this LTP, including KPIs that relate to environmental factors.
Recognise the Whole Life Impact **Changed to: Adopt an Infrastructure-light Approach**	This principle was not always understood. Respondents asked for clearer explanations and questioned its relevance to transport. Some expressed concern that vague language could mask lack of action or accountability. Others stressed the need for long-term planning and consistent delivery.	We have replaced this principle with more accessible wording. We are aware of the need for long-term planning and consistent delivery, which is why this subject features in our asks to national government and other stakeholders.
Recognise the Deter, Shift and Improve Framework **Changed to: Enable People to Make the**	This concept was the most confusing to respondents, with many stating they did not understand what it meant. Calls were made for Plain English and practical examples. While some acknowledged its potential value, others felt it was	We have replaced this principle with more accessible wording.

Right Travel Choice	unrealistic without broader systemic changes, such as workplace decentralisation or better local transport options.	

3.4 Theme Objectives

The LTP includes 18 Theme Objectives, each outlining specific goals for what we aim to achieve in each chapter throughout the duration of the plan. In the survey, respondents could choose which of the six chapters they wanted to feedback on, whether that be all, some or none of them.

Some of the questions required tick-box responses, whilst others gave respondents the opportunity to leave a further comment if they wanted to; for all chapters, the majority of respondents did not give further comments after they had completed the tick-box response questions (Table 3).

Table 3: Number of respondents who chose to feedback on each chapter.

Chapter	Respondents who chose to feedback	Respondents who gave further comments
2 - Public Transport	281	50
3 - Road Network	260	71
4 - Inclusive and Active Communities	220	111
5 - Land Use and Transport Planning	236	95
6 - Digital Connectivity	194	137
7 - Low Emission Vehicles	204	127

3.4.1 Chapter 2 – Public Transport

Across the four different Theme Objectives in this chapter, there was broad overall agreement for all of them, with **over 80%** of respondents strongly or tending to agree (Figure 10).

Figure 10: How strongly respondents agreed or disagreed with the Theme Objectives in Chapter 2.
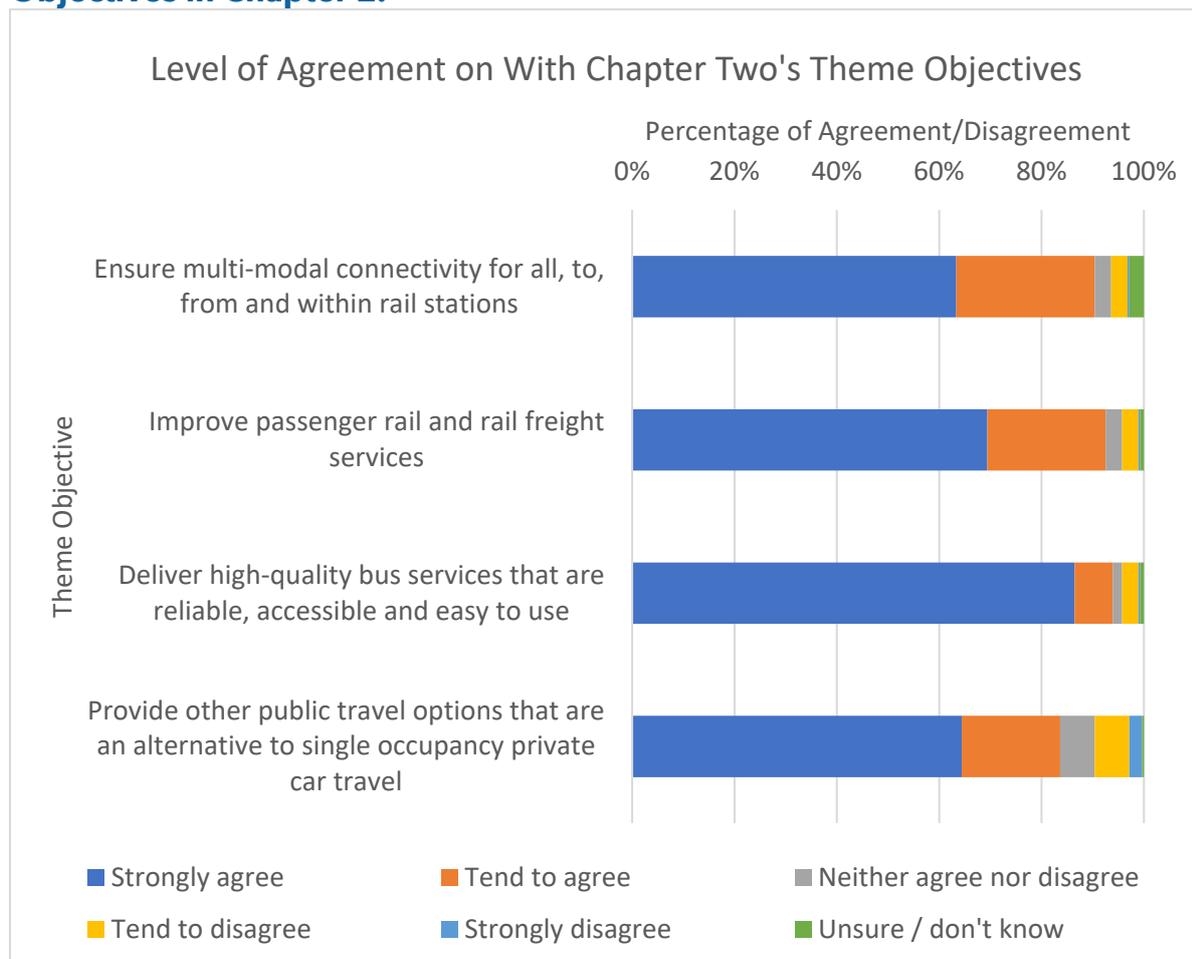
Level of Agreement on With Chapter Two's Theme Objectives

How we responded

There was broad agreement for the Theme Objectives, however we have made some changes based on feedback. We have noted the themes that came up in the feedback and respond to these in Table 4.

Table 4: Summary of responses to a question asking if respondents had further comments on the Theme Objectives within Chapter 2.

Theme Objective	You said	Our response
1. **Ensure multi-modal connectivity for all, to, from and within rail stations**	Some respondents support the idea but find the terminology confusing. There is concern about poor integration between transport modes, especially in rural areas, where rail access is limited. Better bus links, safer cycling routes, and	We appreciate that "multi-modal connectivity" may not be familiar to everyone; it means connections between different types of transport. We appreciate that current rail provision is focused in urban areas, although more bus links and cycle routes from rural areas to rail stations are good examples of how poor

		improved station parking are frequently requested.	integration could be improved. Parking for private and shared cars at stations is also part of the picture.
2.	Improve passenger rail and rail freight services. **Changed to: Improve rail passenger and freight services**	Comments highlight unreliable train services, overcrowding, and limited evening operations. There is a desire for more frequent and affordable rail options, but scepticism about whether local authorities can influence national rail services. Reopening lines and improving rural access are also suggested.	We acknowledge that working with national rail services is a key part of delivering this LTP. This is why we have set out our asks for various stakeholders including national rail services.
3.	**Deliver high-quality bus services that are reliable, accessible and easy to use**	This Theme Objective drew the most feedback. People want more frequent, later-running buses, especially in rural areas. Concerns include poor reliability, outdated vehicles, and lack of connections to key destinations like hospitals and schools. Electrification and cleaner buses were also highlighted.	We understand all of these requests and concerns. Our Bus Service Improvement Plan (BSIP) published in 2024, as well as this draft LTP, set out how we want to improve bus provision in all these areas.
4.	Provide other public travel options that are an alternative to single occupancy private car travel. **Changed to: Provide other public travel options where frequent bus**	Respondents agree with the goal but see it as difficult to achieve. Suggestions include community transport schemes, integrated travel hubs, and better cycling infrastructure. Many feel current public transport options are too limited to realistically reduce car use, especially in rural communities.	We welcome the suggestions, all of which are set out in the draft LTP. We understand why people think this is difficult to achieve; this is why we believe this draft LTP has to be ambitious and aspirational, because without that long-term goal and strategy guiding all decisions, delivery would be even more difficult. The LTP has taken a "vision-led" approach, which differs from the previous "predict and provide" approach. That earlier approach focused on expanding highway capacity just for cars, based on traffic growth predicted from

services are not available.		historic data, despite evidence showing that over-provision can induce further road traffic.

3.4.2 Chapter 3 – The Road Network

Across the four different Theme Objectives in this chapter, there was broad overall agreement for all of them, with **over 80%** of respondents strongly or tending to agree (Figure 11).

Figure 11: How strongly respondents agreed or disagreed with the Theme Objectives in Chapter 3.
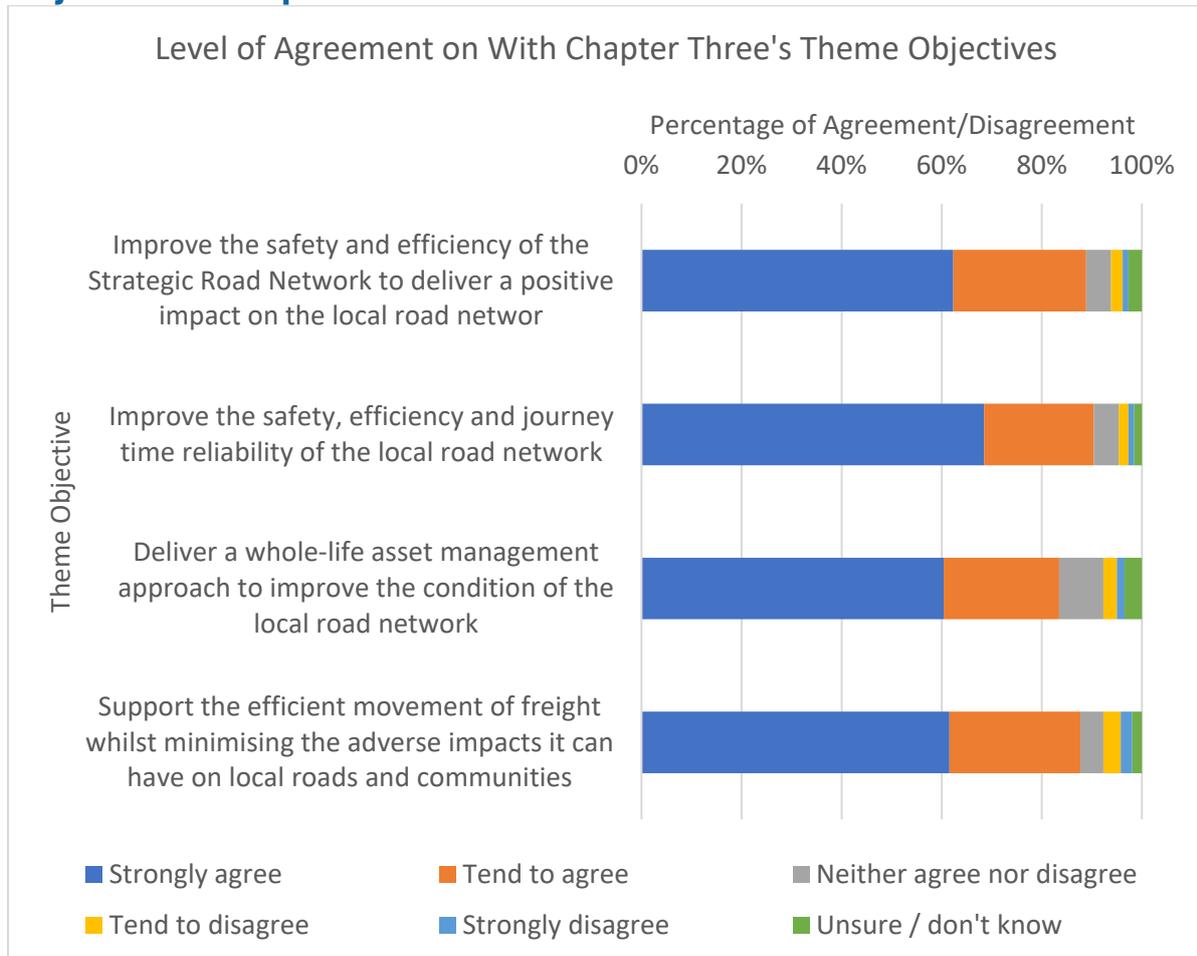
How we responded

There was broad agreement for the Theme Objectives, although we have made one small change based on feedback. We have noted the themes that came up in the feedback and respond to these in Table 5.

Table 5: Summary of responses to a question asking if respondents had further comments on the Theme Objectives within Chapter 3.
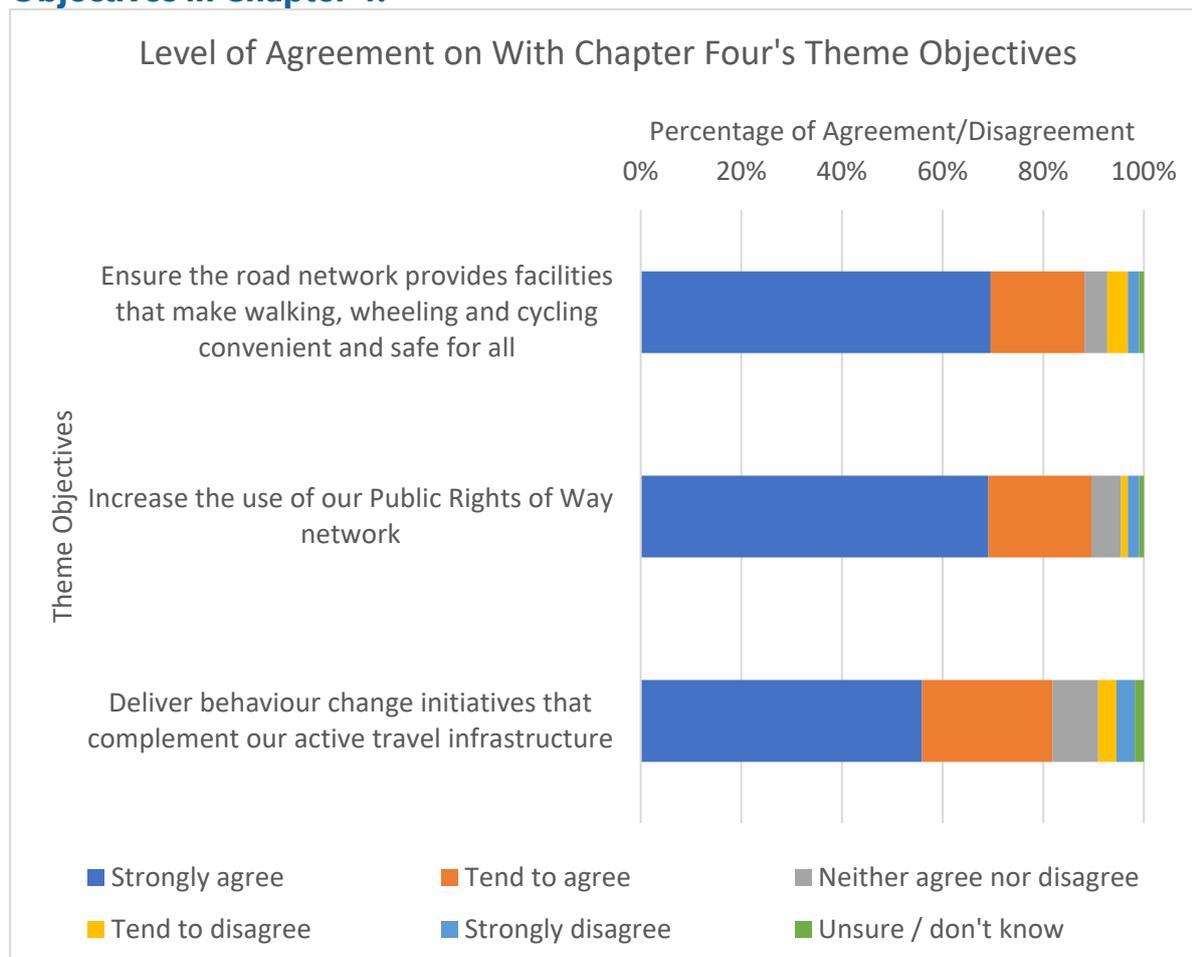
Theme Objective	You said	Our response
5. **Improve the safety and efficiency of the Strategic Road Network to deliver a positive impact on the local road network**	Many respondents expressed frustration with congestion on major routes like the A34, A50, A500, and M6, describing them as frequently gridlocked. There were calls for better planning around housing developments and more visionary infrastructure solutions, such as light rail. Coordination between counties was also highlighted as essential to avoid fragmented transport strategies.	We appreciate why people are frustrated with congestion; this is why our ask to National Highways is collaboration to improve the efficiency of these routes. Better planning around housing developments is covered more in Chapter 5. In the Introduction to this draft LTP, we shared how we have produced a Staffordshire and Stoke-on-Trent Joint Strategic Transport Statement, alongside Stoke-on-Trent City Council; it seeks to address our shared transport challenges and sets out how we will work together to unlock economic growth and improve quality of life.
6. **Improve the safety, efficiency and journey time reliability of the local road network**	Comments emphasised poor road conditions, including potholes, flooding, and outdated traffic light systems. Suggestions included implementing 20mph zones in residential areas, using smart traffic sensors, and improving infrastructure for vulnerable users like cyclists, pedestrians, and horse riders. Safety concerns were especially prominent, with calls for more proactive maintenance and better signage.	We appreciate all of these concerns, and welcome all of the suggestions, as most of them feature in what we set out in the draft LTP.
7. **Deliver a whole-life asset management approach to improve the condition of**	The concept of "whole-life asset management" was often seen as confusing or overly technical. Residents urged the Council to focus on consistent, proactive maintenance rather than	We appreciate that the concept may not be familiar to everyone. This was set out in more detail in the draft LTP, and it means an approach to asset management that moves decision-making away from the imminent and the

the local road network	reactive fixes. There was support for investing in effective road repair equipment and coordinating works to avoid repeated disruptions. Scepticism remained about whether funding and delivery would match the ambition.	urgent, to a planned regime that recognises the overall needs of the asset and delivers greatest value for money. Preventative maintenance treatments are planned as part of a wider whole-life approach, rather than focusing on a worst-first priority. The importance of coordinating works was also set out in this chapter.
8. **Support the efficient movement of freight whilst minimising the adverse impacts it can have on local roads and communities** ("and the environment" has been removed)	There was strong support for shifting freight from road to rail to reduce congestion, noise, and road damage. Many felt freight vehicles were negatively impacting rural communities, with issues like speeding, pollution and infrastructure strain. While some acknowledged the importance of freight to the economy, others called for designated freight routes, better driver facilities, and stricter controls on vehicle size and weight.	We understand and identified in the draft LTP these concerns. Many of our asks of stakeholders, as well as our collaboration with the Staffordshire Freight and Communities Forum, make the same calls as we have heard here. Freight is also covered in chapter 2, in terms of getting more freight from road onto rail, again through collaboration with stakeholders in the rail industry.

3.4.3 Chapter 4 – Active and Inclusive Communities

Across the three different Theme Objectives in this chapter, there was broad overall agreement for all of them, with **at least 80%** of respondents strongly or tending to agree (Figure 12).

Figure 12: How strongly respondents agreed or disagreed with the Theme Objectives in Chapter 4.

Level of Agreement on With Chapter Four's Theme Objectives

Percentage of Agreement/Disagreement

Theme Objectives:
- Ensure the road network provides facilities that make walking, wheeling and cycling convenient and safe for all
- Increase the use of our Public Rights of Way network
- Deliver behaviour change initiatives that complement our active travel infrastructure

Legend:
- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Unsure / don't know

How we responded

There was broad agreement for the Theme Objectives, however we have changed the term "behaviour change" to "active travel promotion" based on feedback. We have noted the themes that came up in the feedback and respond to these in Table 6.

Table 6: Summary of responses to a question asking if respondents had further comments on the Theme Objectives within Chapter 4.

Theme Objective	You said	Our response
9. **Ensure the road network provides facilities that make walking, wheeling and cycling convenient**	Public feedback strongly emphasised the need for safer and more accessible infrastructure for walking, wheeling and cycling. Many felt current conditions are hazardous due to speeding traffic, poor maintenance, and lack of separation from vehicles.	We understand the needs and concerns highlighted here, and the how current situation could be improved. We welcome the suggestions and set out most of them in the draft LTP.

and safe for all	There were calls for better-connected routes, improved signage, and inclusive design that considers all vulnerable road users, including horse riders and those using mobility aids. Safety and visibility were key concerns, especially for women and children.	
10. **Increase the use of our Public Rights of Way network**	Respondents highlighted that the PRoW network is underutilised due to overgrown paths, poor maintenance, and delays in processing applications. There was a clear demand for increased investment in staffing and resources to improve access and upkeep. Some praised existing routes but called for better promotion and integration with wider transport networks. Concerns were also raised about misuse and obstruction of rights of way, with suggestions for a more balanced and lawful approach to management.	We acknowledge that the current standard of the PRoW network is falling short of the standard it should be. One of our commitments is to publish a new PRoW Improvement Plan that aims to improve the experience for all users. In the draft LTP, we ask national government for more financial investment to improve the PRoW network, as well as revision of legislation to allow a more proportionate approach regarding how PRoWs are managed.
11. Deliver behaviour change initiatives that complement our active travel infrastructure. **Changed to: Deliver promotional activities that complement our active travel infrastructure**	There was scepticism about the effectiveness of behaviour change initiatives without first improving infrastructure. Many felt that people would only change travel habits if safe, convenient alternatives were available. Suggestions included public education campaigns, better enforcement of driving laws, and cultural shifts to promote respect for all road users. Some respondents expressed concern about the tone and clarity of the term "behaviour change", urging a more supportive and transparent approach.	We acknowledge the concern around the term "behaviour change"; for this reason, we have clarified what we mean by changing the wording to "active travel promotion" or "promotional activities". We understand the need for infrastructure change (as we have set out in this chapter) and that this must go hand in hand with active travel promotion, rather than relying simply on promotion.

3.4.4 Chapter 5 – Land Use and Transport Planning

Across the three different Theme Objectives in this chapter, there was broad overall agreement for all of them, with **over 80%** of respondents strongly or tending to agree (Figure 13).

Figure 13: How strongly respondents agreed or disagreed with the Theme Objectives in Chapter 5.
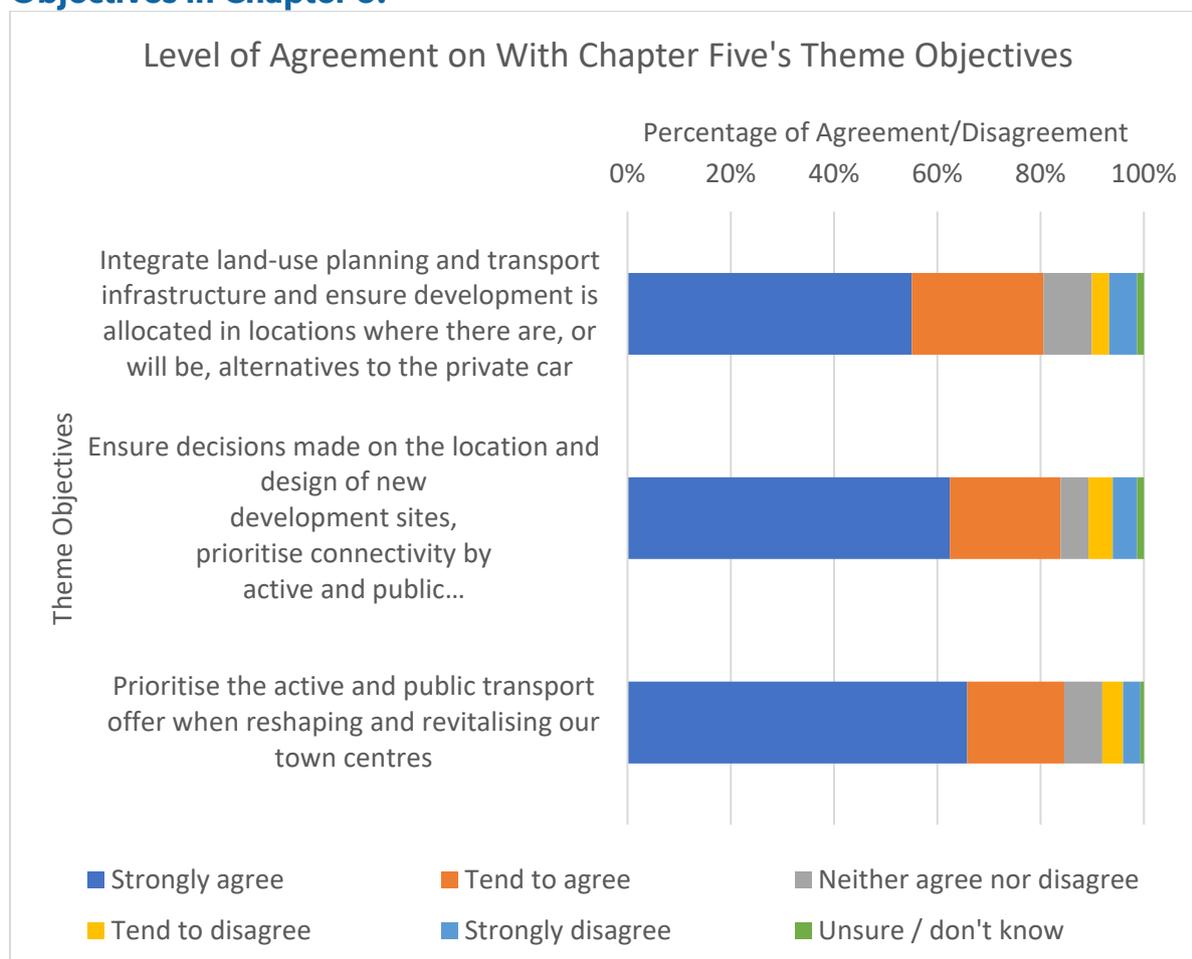
How we responded

There was broad agreement for the Theme Objectives, however we have made some changes based on feedback. We have noted the themes that came up in the feedback and respond to these in Table 7.

Table 7: Summary of responses to a question asking if respondents had further comments on the Theme Objectives within Chapter 5.

| Theme Objective	You said	Our response
12. Integrate land-use planning and transport infrastructure and	Some respondents criticised the approval of housing developments without adequate	We understand the concern over approval of housing developments without adequate transport

ensure development is allocated in locations where there are, or will be, alternatives to the private car. **Changed to: Integrate land-use planning and transport infrastructure and ensure development is located where there are, or will be, travel choices.**	transport infrastructure, especially in areas with poor public transport. There were strong calls for better planning that integrates transport options from the outset, with some suggesting developers should be required to fund infrastructure improvements.	infrastructure. For this reason, in the draft LTP we ask local planning authorities to work collaboratively with us to ensure that planning decisions align with the LTP. We also commit to working collaboratively, by providing transport planning advice on emerging local plans and delivering infrastructure that supports the delivery of adopted local plans.
13. Ensure decisions made on the location and design of new development sites, prioritise connectivity by active and public transport. **Changed to: Ensure decisions made on the location and design of new development sites, provide high quality connectivity by active travel and public transport.**	Feedback highlighted the need for new developments to prioritise connectivity by public and active transport. Several comments pointed out missed opportunities to link developments to rail or bus networks, and stressed the importance of providing services early, before residents move in.	We acknowledge that there have been missed opportunities. Going forwards, this LTP will ensure that we recognise its objectives when considering highway and transport responses to planning applications, including potentially recommending that planning consent is refused if evidence suggests that a proposed development could lock in car dependency rather than give people more travel options right from the start.
14. Prioritise the active and public transport offer when reshaping and revitalising our town centres **Changed to: Provide high quality active**	Revitalising town centres was widely supported, but respondents emphasised that improvements must go hand-in-hand with better public transport and active travel options. Some felt town centres lacked attractions,	We understand the need for improvements in public and active transport routes, and we have outlined some proposals for these in the draft LTP for various towns. Car users will still have access to town centres; however, by providing people with more travel

| travel and public transport connectivity when reshaping and revitalising our town centres. | making them less appealing to visit, while others called for a balanced approach that still accommodates car users. | options, they will have a genuine choice to leave the car at home if they want to, which in turn will make driving easier for those who need to. |

3.4.5 Chapter 6 – Digital Connectivity

Across the two Theme Objectives in this chapter, there was broad overall agreement for all of them, with **around 80%** of respondents strongly or tending to agree (Figure 14).

Figure 14: How strongly respondents agreed or disagreed with the Theme Objectives in Chapter 6.
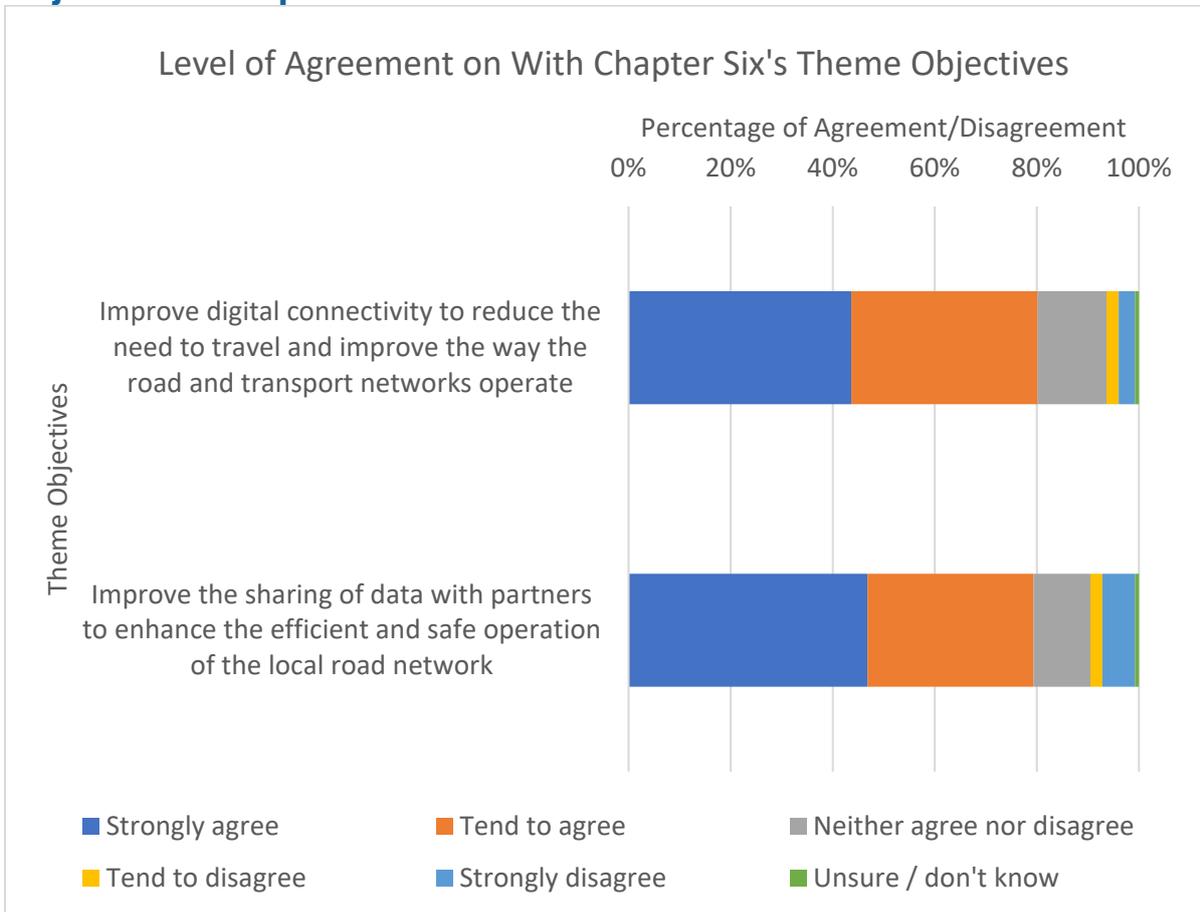
How we responded

There was broad agreement for the Theme Objectives, however we have made some changes based on feedback. We have noted the themes that came up in the feedback and respond to these in Table 8.

Table 8: Summary of responses to a question asking if respondents had further comments on the Theme Objectives within Chapter 6.

Theme Objective	You said	Our response
15. Improve digital connectivity to reduce the need to travel and improve the way the road and transport networks operate. **Changed to: Improve digital connectivity to give people the option not to travel and improve the way the road and transport networks operate.**	Many respondents support digital connectivity for improving transport efficiency and reducing travel, but stress it must not replace face-to-face interaction or harm social cohesion. Concerns were raised about unequal access, especially in rural and disadvantaged areas, and the need to include older and vulnerable populations. The success of digital solutions also depends on workplace culture, with calls for hybrid working models and local work hubs to balance flexibility with community engagement.	As explained above, this draft LTP is not about replacing all in person interactions with digital solutions. Rather, it is about offering choices: providing digital options where practical for those who prefer them, while ensuring physical connectivity remains available for those who need it to avoid isolation. We have changed the Theme Objective's wording to clarify this. We are aware of current differences in digital connectivity across the county. We are committed to: pushing for faster implementation of high-speed internet and 5G mobile technology, focussing on areas that are hard to reach; and to regularly reviewing and identifying groups at risk of digital exclusion and working with them and partner organisations to meet needs. As the Council, we are modelling hybrid working, with many of our colleagues choosing a mix of home-based and office-based working to balance flexibility.
16. **Improve the sharing of data with partners to enhance the efficient and safe operation of the local road network**	Comments highlight the importance of transparency, privacy, and security in data sharing. People want clarity on what data is shared, with whom, and why, along with the ability to opt out. There are concerns about cyber threats, misuse of personal data, and over-reliance on AI. Respondents also stress the need for inclusive practices,	We understand the importance of the points highlighted. All data will be processed and managed in accordance with UK laws e.g. GDPR, which includes the ability to opt out for personal data. Data used for transport planning purposes is mostly not personally identifiable information, but rather anonymous data on movements e.g. traffic flows, bus tracking, rail delays. We take seriously concerns over cyber security and misuse of data; the Council has mandatory training for all staff on these issues, and our Information Governance team supports colleagues to achieve our

	such as maintaining paper-based transport information for those not digitally connected, and improving inter-agency data sharing to reduce unnecessary travel.	responsibility of good practice as a local authority. We appreciate that AI is a useful and innovative tool amongst others at our disposal, but we must not become over-reliant on it. As explained above, we commit to regularly review and identify groups at risk of digital exclusion and work with them, and key stakeholders, to meet evolving needs. We also commit to strengthen the use of digital information and data sharing across highway and transport teams within the Council, and we ask all transport providers to share data where relevant as standard practice too.

3.4.6 Chapter 7 – Low Emission Vehicles

The only Theme Objective (out of all 18) with less than 80% of respondents who agreed (strongly or tended) was facilitating the transition to low emission vehicles amongst residents and businesses; around two thirds of respondents agreed with this (Figure 15).

Figure 15: How strongly respondents agreed or disagreed with the Theme Objectives in Chapter 7.
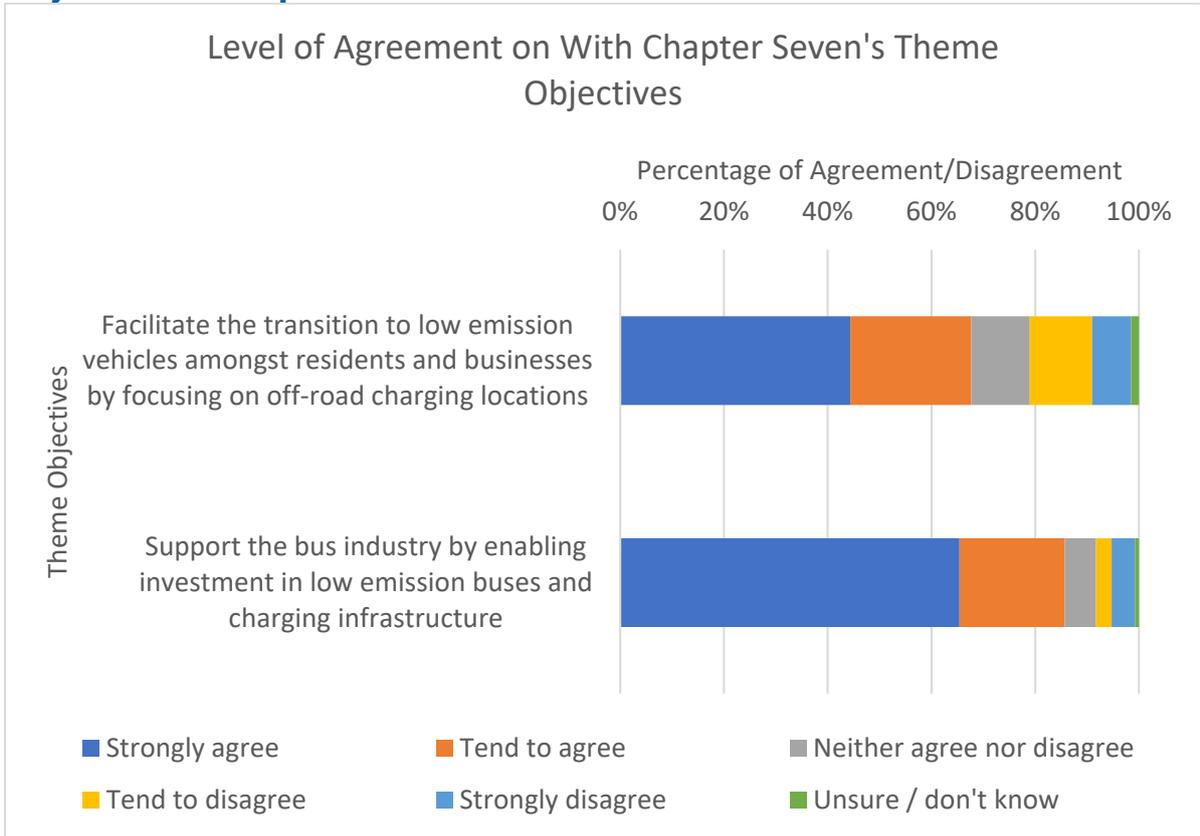
How we responded

As there was still overall agreement for these Theme Objectives, there are no changes to these in the LTP. We have noted the themes that came up in the feedback and respond to these in Table 9.

Table 9: Summary of responses to a question asking if respondents had further comments on the Theme Objectives within Chapter 7.

Theme Objective	You said	Our response
17. **Facilitate the transition to low emission vehicles amongst residents and businesses by focusing on off-road charging locations**	Public views are mixed. While many support the shift to low emission vehicles, concerns were raised about affordability, limited charging infrastructure, and the environmental impact of battery production and disposal. Off-road charging is seen as insufficient for residents without driveways, with calls for on-street solutions to ensure fair access. Some respondents advocate for alternative technologies, such as hydrogen, and stress the need for faster action and inclusive planning, especially in rural and lower-income areas.	We recognise in the draft LTP that low-emission vehicles are not the panacea to decarbonising transport, and they have both advantages and disadvantages, so it is unsurprising that opinions are mixed. We acknowledge the calls for on-street solutions, but this would need to be balanced with accessibility of pavements and roads for all users. Off-road locations include more than private driveways e.g. car parks. The technology of choice (electric or hydrogen vehicles) is driven more by other influences than the Council, but we will respond to future advances in technology as appropriate. We appreciate the need for delivery, and once this LTP is in place, it will enable us to get on with delivery where it is most needed. We understand the importance of inclusive and place-based planning, to achieve outcomes that suit the communities.
18. **Support the bus industry by enabling investment in low emission buses and charging infrastructure**	There is broad support for investment in cleaner buses, but respondents urge consideration of a range of technologies beyond electric, including hydrogen and hybrid options. Improving public transport is seen as key	As above, the technology of choice (electric or hydrogen vehicles) is driven more by other influences than the Council, but we will respond to future advances in technology as appropriate. We recognise that low emission buses alone are not the only way to improve public transport, rather the other steps

to reducing car use, with calls for better integration of bus and rail services, more frequent and reliable routes, and improved facilities at stations. Concerns were raised about the cost of transition for smaller operators and the need to make public transport more attractive and accessible for all.	identified here (and as set out in the draft LTP) are also needed to make it more attractive and accessible for all. We appreciate the concerns over smaller operators, and we ask the Bus Enhanced Partnership to agree the pathway towards increasing the proportion of low emission vehicles in the bus fleet, recognising that some operators will be in more of a position to lead the way.

3.5 The Ways Forward and Long-term Visions

As the comments on the Ways Forward and Long-term visions of the draft LTP followed very similar themes, we are reporting them together to avoid repetition. Across the six chapters, there was broad overall agreement for all of the Ways Forward and Long-term visions that we set out (Figure 16 and Figure 17).

Figure 16: How strongly respondents agreed or disagreed with our Way Forward for each chapter.

Levels of Agreement with our Way Forward
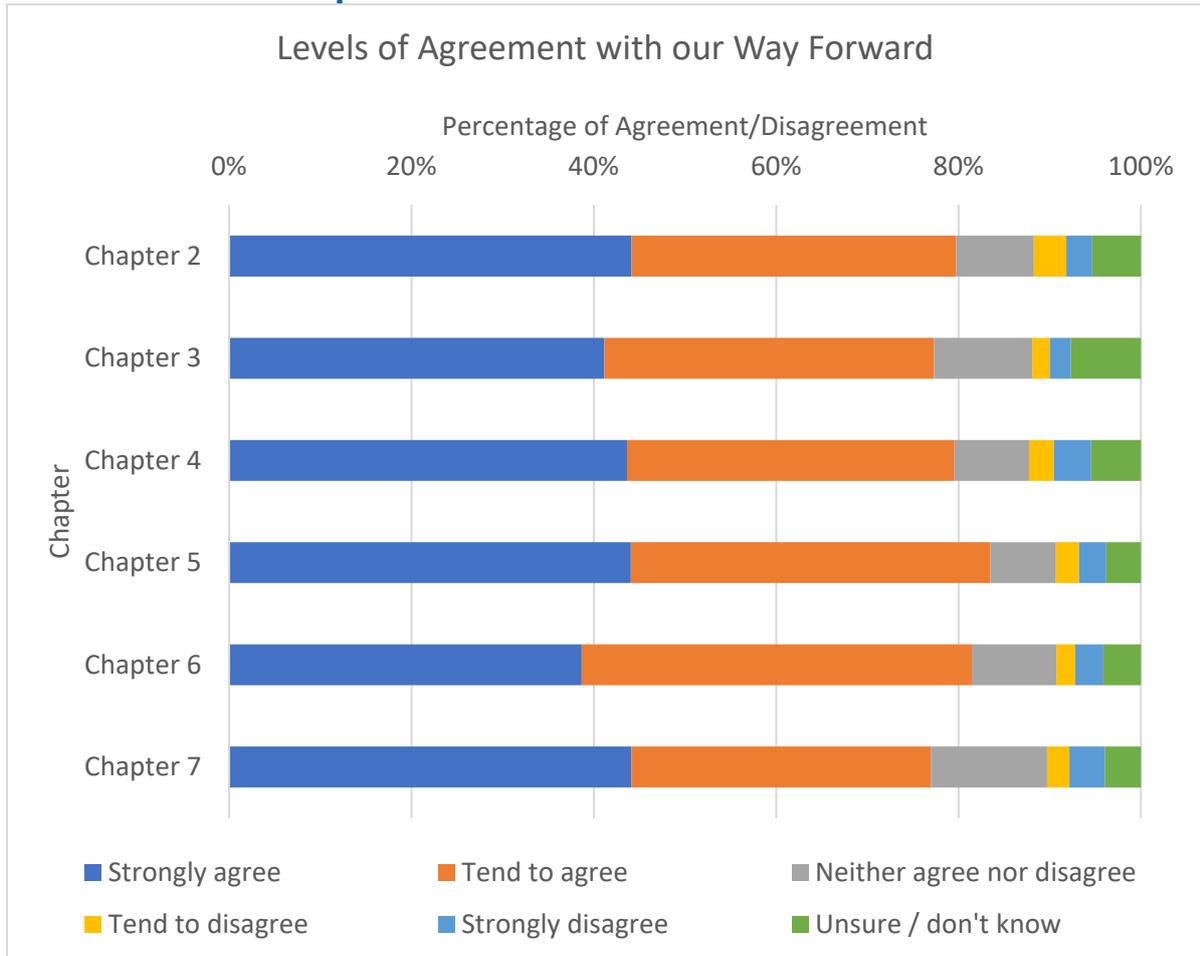
Figure 17: How strongly respondents agreed or disagreed with our Long-term Vision for each chapter.
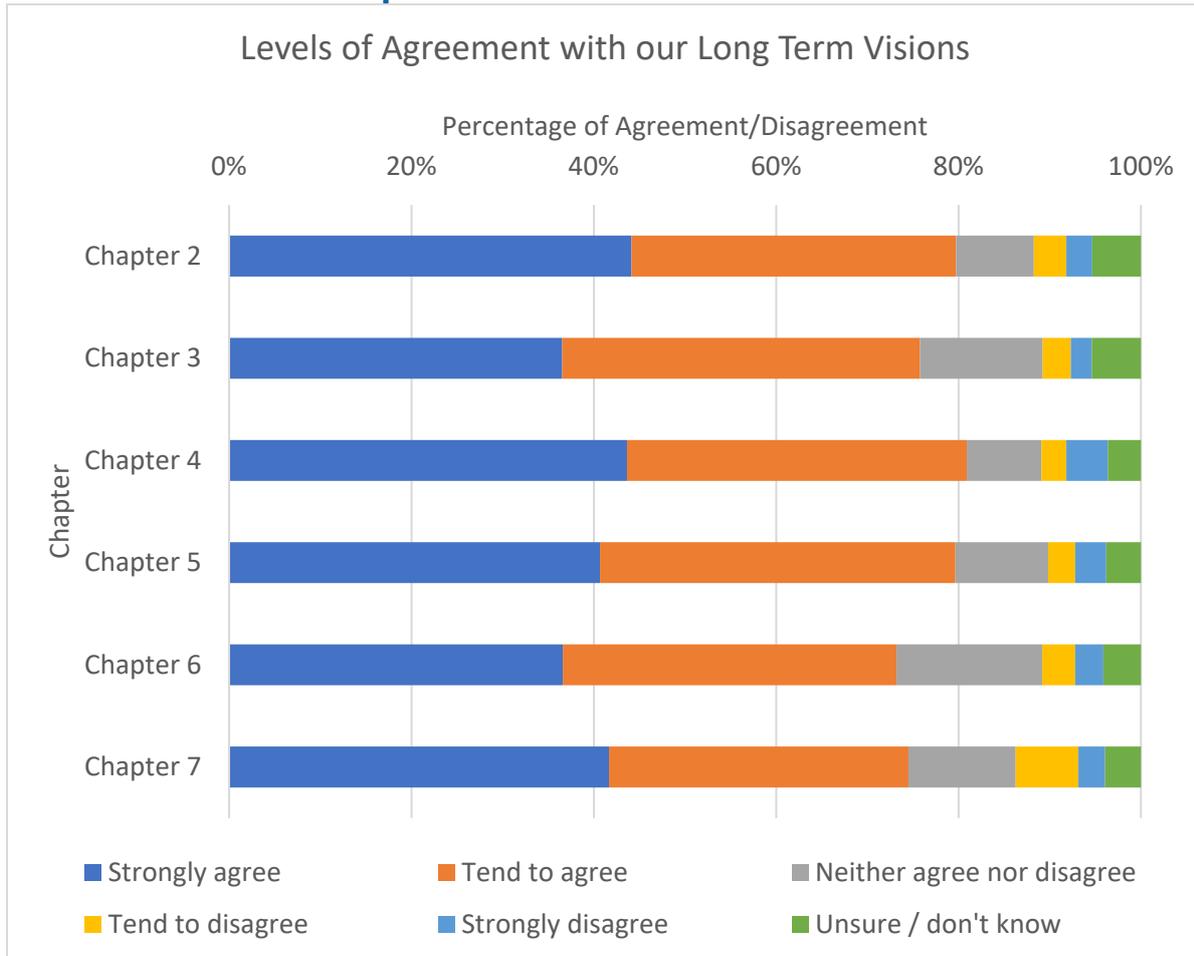
We gave respondents the opportunity to give any further comments on the Way Forward and the Long-term Vision for each chapter. The majority of respondents did not give further comments (Table 10 and Table 11). Within the responses of those who did give comments, some were simply statements to decline the opportunity.

Table 10: Number of respondents who did and did not give further comments on the Way Forward within each chapter.

Chapter	Number of respondents who gave further comments	Number of respondents who skipped the question
2	63	268
3	46	285
4	36	295
5	28	303
6	19	312
7	24	307

Table 11: Number of respondents who did and did not give further comments on the Long-term vision within each chapter.

Chapter	Number of respondents who gave further comments	Number of respondents who skipped the question
2	69	262
3	53	278
4	37	294
5	32	299
6	17	314
7	27	304

3.5.1 How we responded

The responses can be grouped into the following themes (Table 12), which reflect both support and scepticism. As there was broad agreement for the Ways Forward and the Long-term Visions, there are no significant changes to these in the LTP. We have noted the themes that came up in the feedback and respond to these in Table 12.

Table 12: Summary of responses to questions asking if respondents had further comments on the Way Forward or the Long-term Vision within each chapter.

Theme	You said	Our response
Concerns over deliverability	There was doubt about whether the Long-term Visions could realistically be delivered, and concern that they may remain aspirational, with vague promises and without concrete, costed action plans and investment. Some respondents expressed scepticism about the plan's credibility. There was a general distrust in government and concern that without genuine commitment and accountability, the plan would not deliver meaningful change. Others felt that the plan was designed more to justify budget cuts than to improve transport outcomes.	As explained above, the LTP is a policy document which is aspirational and outlines strategic goals. Whilst the Council is absolutely committed to delivering projects that align with the LTP, and therefore we have considered deliverability in the draft LTP with example projects, this is not the aim of the document itself. We have included commitment statements and KPIs to ensure we can track progress in achieving the objectives and costed projects set out within the LTP. The LTP is a statutory document that the Council is obliged to produce regardless of any current budget constraints, and through this LTP it is our intention to improve transport outcomes.

Funding and political commitment	Concerns about funding were widespread. Some respondents questioned whether national government would provide sufficient financial support and highlighted the risk of political changes disrupting priorities. Some suggested developer contributions and stronger lobbying to central government, while others feared cuts to essential services such as Blue Badge and concessionary bus passes. The need for long-term commitment and cross-party support was also emphasised.	Funding from national government is not in our control, however we can be more confident than if the LTP did not align with national transport and planning strategies; this LTP puts us in a good position to put our asks to national government. We recognise that Blue Badges and bus passes make transport networks more accessible for many people, and therefore they are important in ensuring inclusion, which is key in this LTP.
Communication and public engagement	Some respondents expressed confusion about what the Long-term Visions and the Way Forward actually entail. Some requested a Plain English version. Others felt the consultation lacked clarity and suggested including key points alongside questions to encourage more meaningful responses.	We have noted that, due to technical difficulties, some respondents may not have had access to the draft LTP document whilst filling in the survey; therefore, having more information on the Ways Forward and Long-term Visions in the survey itself would have helped. We provided an Easy Read summary of the draft LTP on the Let's Talk Transport website, although we acknowledge that this was not available at the start of the survey period, so some respondents may not have had access. In all the relevant questions, we stated that "the Way Forward sets out our asks of National Government and partners to help deliver the LTP, our commitments to deliver the LTP as well as a costed implementation programme for 2026-2031" and "The Long-term Vision describes how we envisage [theme of

		chapter] in Staffordshire to look in the future". We recognise that it would be helpful for respondents to have a means of referring to the draft LTP document at the same time as responding. We will take on board this feedback for future surveys.
Regional equity and rural representation	Several comments highlighted a perceived imbalance in the plan's focus, with rural communities feeling overlooked, and concerns that resources would be concentrated in urban centres. There were calls for improved transport links in rural areas and recognition of their unique needs, including access to services and infrastructure to support new housing developments.	We have developed the CAST model (Capability to Achieve Suitable Travel) to inform where we should focus delivery of different types of projects. In CAST, Staffordshire is broken up into five different types of places; each place type will require different types of interventions to achieve the LTP's Vision. This does not mean that certain place types will get more delivery than others; it means that the right measures will be delivered in the right places. For example, the type of scheme that might work in Cannock, might not be as successful in the Peak District area of Staffordshire Moorlands.
Road infrastructure, safety and maintenance	Opinions on road infrastructure were mixed. Some respondents supported road capacity upgrades to reduce congestion and travel times, while others advocated for safety measures such as 20mph zones near schools and parks. Concerns were raised about pavement parking, floating bus stops, and school-run traffic behaviour. There were also calls for better maintenance, such as allowing road crews to repair adjacent potholes proactively. While many supported	As explained above, the draft LTP adopts a "vision-led" approach, which differs from the previous "predict and provide" approach. That earlier approach focused on expanding highway capacity just for cars, based on traffic growth predicted from historic data, despite evidence showing that over-provision can induce further road traffic. For this reason, we are cautious about expanding road capacity, although improvements for safety and other reasons may be applicable with location-specific evidence. We are aware of the concerns highlighted here: we await news from national government on the outcome of the pavement parking consultation in 2020; we have taken on board feedback from

|		
	the idea of long-term transformation, others emphasised the need to first address basic infrastructure issues. These "quick wins" were seen as essential to building public trust and demonstrating commitment to improvement.	visually impaired people relating to the design of cycleways that interact with bus stops; our current School Streets pilot project came about in response to school-run traffic behaviour. We welcome the calls for better maintenance; proactive preventative maintenance is set out in chapter 3 of the draft LTP. We understand the need for short-term delivery of projects, alongside Long-term Visions that guide which projects we will prioritise in the short and medium term. For this reason, we have included 5-year investment asks throughout the LTP, to give an indication of the kinds of projects that could be the focus in the short term.
Active and public transport advocacy	There was strong support for promoting and prioritising walking and cycling, but respondents stressed the need for safe, well-maintained infrastructure. Respondents also consistently called for better and more reliable bus and rail options, especially in underserved areas and new housing developments. Suggestions included integrating bus and rail travel more effectively and exploring transformational projects like light rail links using existing lines. Several comments emphasised the need to shift funding away from car-centric schemes towards environmentally	We recognise the need for better (safe, well-maintained) active and public transport infrastructure that is accessible to all; this is at the core of the Inclusive and Active Communities and Public Transport chapters of the LTP, as well as the Bus Service Improvement Plan (BSIP) and emerging Local Cycling and Walking Infrastructure Plan (LCWIP). Within the draft LTP, we have proposed multiple projects, to improve both active and public transport access and a more integrated transport system. Additionally, we plan to improve cycle networks in multiple urban centres and a number of off-road rural and National Cycle Network routes. Our Long-term Vision is that low emission buses will be the preferred mode of transport for short to medium length journeys, with fully integrated ticketing between modes, and walking,

	sustainable options, such as electric buses and active travel networks.	wheeling or cycling will be the preferred mode for short journeys.
Inclusive planning and accessible designs	Several comments emphasised the importance of planning that reflects local needs and lived experiences, and involves communities in shaping the Visions. Accessibility was a recurring theme, with calls for inclusive design that considers the needs of various users, including older people, disabled people, mobility aid users, children and horse riders. Issues raised included the lack of late-night public transport, confusing ticketing systems, and poor digital connectivity in rural areas. Suggestions included removing physical barriers, improving signage, and ensuring shared-use paths are safe and clearly marked for all user groups.	As explained above, we have done extensive community engagement during the writing of the draft LTP, and we are committed to further engagement with a diverse range of people to inform future projects. We recognise how important accessible transport for everyone is, and we are committed to inclusive design in projects. We understand the needs and issues highlighted here, and the how current situation could be improved. We welcome the suggestions, and set out most of them in chapter 4 of the draft LTP.
Environmental and alternative fuel concerns	Opinions were mixed on the environmental aspects of the Long-term Visions. While some supported low-emission vehicles and cleaner transport modes, others were sceptical about the viability of technologies, including concerns about cost, infrastructure readiness, and global environmental impact.	We recognise in the draft LTP that low-emission vehicles are not the panacea to decarbonising transport, and they have both advantages and disadvantages, so it is unsurprising that opinions are mixed.

| Comparison and compatibility with other strategies | Respondents urged the Council to consider previous strategies and learn from the past. There were also calls to ensure that planning aligns with broader regional developments, such as unitary authority proposals. | We acknowledge that this draft LTP adopts a "vision-led" approach, which differs from the previous "predict and provide" approach. That earlier approach focused on expanding highway capacity just for cars, based on traffic growth predicted from historic data, despite evidence showing that over-provision can induce further road traffic. In contrast, the vision-led approach requires us to plan for the road and transport network that supports the LTP objectives of providing high quality travel options. We also recognise that Local Government Reorganisation will reshape Staffordshire County Council over the duration of the LTP, and the plan must remain adaptable to these changes. The LTP is strategically positioned to support future devolution agreements. It will help define our future Key Route Network, underpin formal partnerships with National Highways and Great British Railways, and inform transport priorities within the Local Growth Plan and Spatial Development Strategy. |

3.6 Key Performance Indicators

Across the six chapters focusing on different themes, there was broad overall support for the KPIs that we identified (Figure 18).

Figure 18: Responses to whether respondents thought we had identified the right KPIs for each chapter.
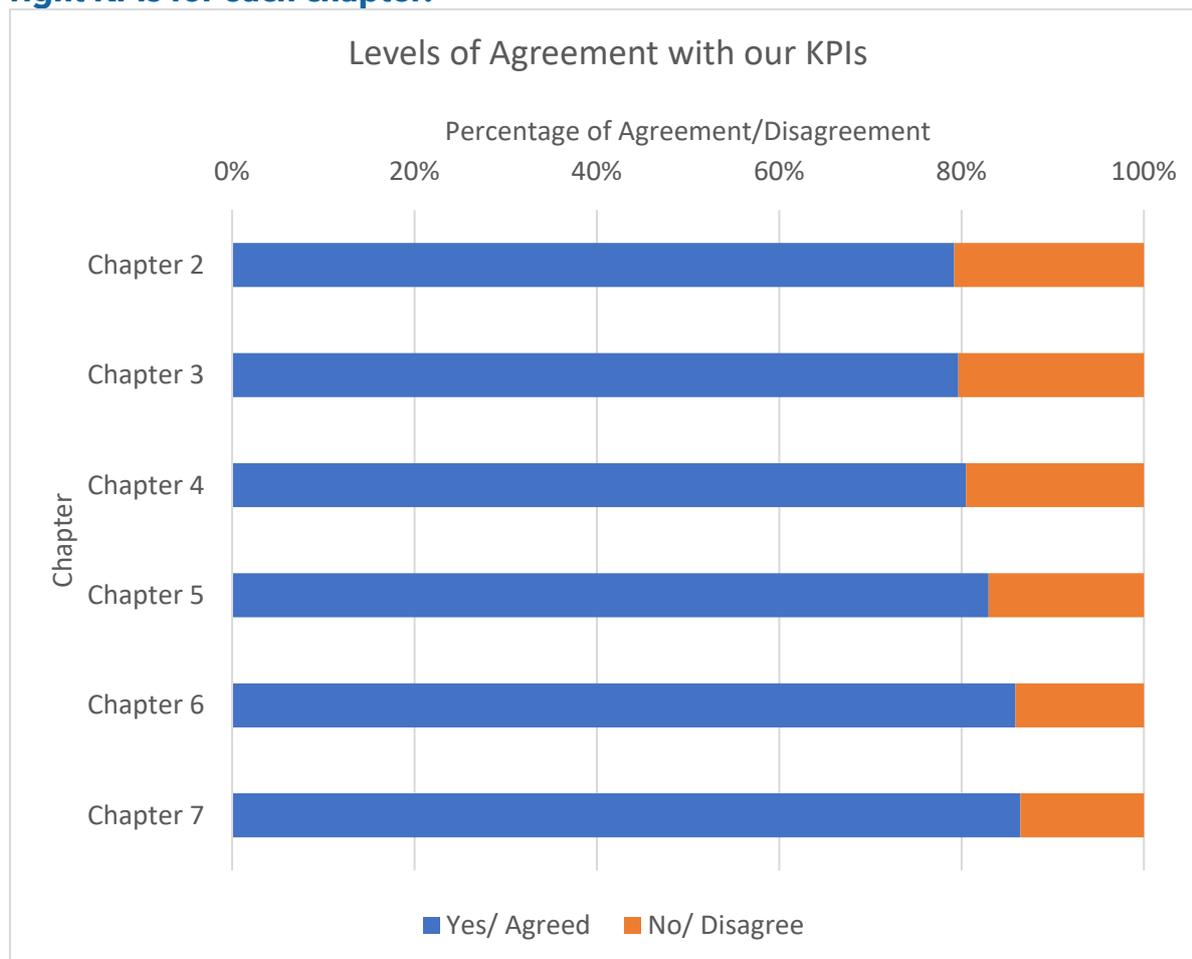
3.6.1 How we responded

For those who did not think that we had identified the right KPIs (between 25 and 50 respondents for each chapter), we asked them to provide more information on why they thought this. The responses can be grouped into the themes in Table 13. As there was broad agreement for the KPIs, there are no changes to these in the LTP. We have noted the themes that came up in the feedback and respond to these in Table 13.

Table 13: Summary of responses to a question asking respondents who did not think we had identified the right KPIs for each chapter for more information.

Theme	You said	Our response
Lack of understanding	Many respondents expressed confusion about what KPIs are, how they are defined, and what they aim to measure. Several respondents requested	We appreciate that the term KPI is not familiar to everyone. We provided an Easy Read summary of the draft LTP on the Let's Talk Transport website, although we acknowledge that this was not available at the start of the survey

	clearer explanations and Plain English descriptions.	period, so some respondents may not have had access. This summary may be helpful to some respondents, as well as an Executive Summary document which listed all the KPIs together and explained that they will measure the success of the LTP.
Perceived vagueness and concerns over deliverability	Many respondents felt that the KPIs were too vague, aspirational, or disconnected from practical realities. Respondents questioned the feasibility of delivering on the KPIs, with concerns about funding, resource allocation, and long-term planning.	As explained above, the LTP is a policy document which is aspirational and outlines strategic goals. Whilst the Council is absolutely committed to delivering projects that align with the LTP, and therefore we have considered deliverability in the draft LTP with example projects, this is not the aim of the document itself. At this stage, the aim is to set out broad principles and strategic direction rather than detailed actions or operational specifics. By keeping the language open and inclusive, it allows flexibility for future development and adaptation, whilst ensuring alignment with long-term goals.
Call for community engagement	Respondents suggested co-producing KPIs with people from diverse backgrounds to ensure they reflect lived experiences. Comments highlighted the importance of open communication, feedback loops, and collaborative decision-making.	As explained above, we have done extensive community engagement during the writing of the draft LTP, and we are committed to further engagement to inform future projects.
Missing or inadequate measures	Several respondents pointed out specific areas they felt were overlooked in the KPIs. Most of these were covered in other chapters; others were mentioned by only one or two respondents.	We realise that due to the structure of the survey, respondents were only asked about KPIs for one chapter at a time.

3.7 Other responses

In a final question, we asked respondents if they had any further comments regarding the LTP. 77 responded, including some who simply gave statements to decline the opportunity. We have noted the themes that came up in the feedback and respond to these in Table 14. These themes reflect a mix of constructive feedback, frustration and suggestions for improvement.

Table 14: Summary of responses to a question asking if respondents had any further comments on the LTP.

Theme	You said	Our response
Accessibility and engagement	Some respondents found the consultation process inaccessible, with some expressing frustration at the lack of links to relevant documents. There were calls for more inclusive engagement, especially with regular public transport users and those with lower literacy or for whom English is not their first language. Respondents urged the Council to go beyond consultation and involve communities directly in decision-making.	We are aware that due to technical issues the links to the draft LTP documents were not available at the start of the survey period; we have learned from this and will ensure a smoother process in future surveys. As explained above, we have done extensive community engagement during the writing of the draft LTP, and we are committed to further engagement with communities to inform future projects.
Current state of infrastructure	A recurring theme was dissatisfaction with the current state of infrastructure. For walking and cycling, respondents stressed the need for safe, continuous infrastructure that is inclusively designed to consider older adults, children, and people with mobility impairments. Poor examples included: cycle paths that abruptly end; lack of pedestrian crossings; unsafe road conditions; and recent investments in cycle infrastructure that were poorly planned or	We acknowledge that the current state of infrastructure in general needs improvement, which is why the LTP calls for better walking and cycling infrastructure that works for everyone. As explained above, the draft LTP adopts a "vision-led" approach, which differs from the previous "predict and provide" approach. That earlier approach focused on expanding highway capacity just for cars, based on traffic growth predicted from historic data, despite evidence showing that over-provision can induce further road traffic. For this reason, we are cautious

	underused due to lack of connectivity to a wider network. For roads, there were calls for bypasses, improved junctions, and better traffic flow management in some towns. There were also comments about the need to consider motorcyclists and to promote respectful behaviour among road users.	about expanding road capacity, although improvements for safety and other reasons may be applicable with location-specific evidence.
Maintenance	Respondents highlighted issues such as potholes, inadequate cycle paths, and ineffective maintenance contracts. Specific concerns were raised about repeated repairs to the same potholes and the perceived lack of value for money.	We understand that many residents are not satisfied with the maintenance of roads and other infrastructure. Our current maintenance budget is insufficient to maintain the network in its present condition. To make best use of limited funding, we focus on preventative maintenance to slow deterioration and extend asset life. Preventative maintenance is generally more cost-effective, allowing us to maintain three or four roads for the same investment required to structurally renew a single deteriorated road. We are developing a risk-based assessment regarding the automatic replacement and potential removal of smaller assets. Through the new assessment, assets will be examined to see whether they remain appropriate and should be replaced, or whether an alternative option would deliver better value and improved outcomes.
Public transport and connectivity	Some comments focused on the need for improved public transport, especially in rural areas. Respondents noted unreliable services, limited operating hours, and	We recognise the current poor public transport provision in some areas. As explained above, we have developed the CAST model (Capability to Achieve Suitable Travel) to

	poor connectivity to key destinations. There was concern that the plan prioritises urban areas over rural communities.	inform where we should focus delivery of different types of projects. This does not mean that certain place types will get more delivery than others; it means that the right measures will be delivered in the right places – this place-specific principle is included in the Delivery Principles.
Deliverability	Several respondents questioned the realism and ambition of the LTP. There was scepticism about whether the objectives could be delivered, especially given funding constraints and past failures. Respondents called for clearer annual objectives, better communication of plans, and more tangible commitments.	As explained above, the LTP is a policy document which is aspirational and outlines strategic goals. Whilst the Council is absolutely committed to delivering projects that align with the LTP, and therefore we have considered deliverability in the draft LTP with example projects, this is not the aim of the document itself. At this stage, the aim is to set out broad principles and strategic direction rather than detailed actions or operational specifics. By keeping the language open and inclusive, it allows flexibility for future development and adaptation, whilst ensuring alignment with long-term goals.
Environmental and community considerations	Some respondents emphasised the importance of environmental sustainability, low-emission vehicles, and preserving the historic environment. Others raised concerns about the impact of new housing developments on transport systems and community cohesion.	We recognise the importance of how transport interacts with the environment, hence the Strategic Objective to "Improve air quality and protect the natural environment", and the Delivery Principle to "Enhance the Natural Environment". The Land Use Planning chapter of the draft LTP also explains how new housing developments should be built in order to give communities a range of travel options.
Suggestions for improvement	Respondents offered a range of practical suggestions: • School streets and redesigned village	We thank respondents for their proactivity in providing practical suggestions. School streets are currently being piloted at three schools in

	centres to promote active travel. • Engagement with local rail advocacy groups. • More flexible planning that accounts for "what if" scenarios. • Better integration of transport with housing and employment planning, including reinstating bus routes, introducing car clubs, and ensuring new housing developments are served by public transport. • Use of international best practice and emerging technologies like AI.	Staffordshire, with more schools in the pipeline depending on the outcome of the pilot. We engaged with some rail stakeholders during the engagement period during the writing of the LTP, and will look to continue the conversation in future relevant projects. The plan remains adaptable for future changes, such as Local Government Reorganisation, so must be flexible to deal with "what if" scenarios that arise during its lifetime. More bus routes, introducing car clubs and new developments with bus routes are all compatible with the LTP and good examples of the kind of projects we believe would give people more transport options. We are particularly interested in looking to international best practice for rural areas, as much of the UK's national transport planning guidance focuses on urban areas, and we are aware, as explained above, that this is not the sole focus for Staffordshire. The Council has begun using AI to enhance some tasks that we carry out, for example traffic and other road user counts using AI cameras.