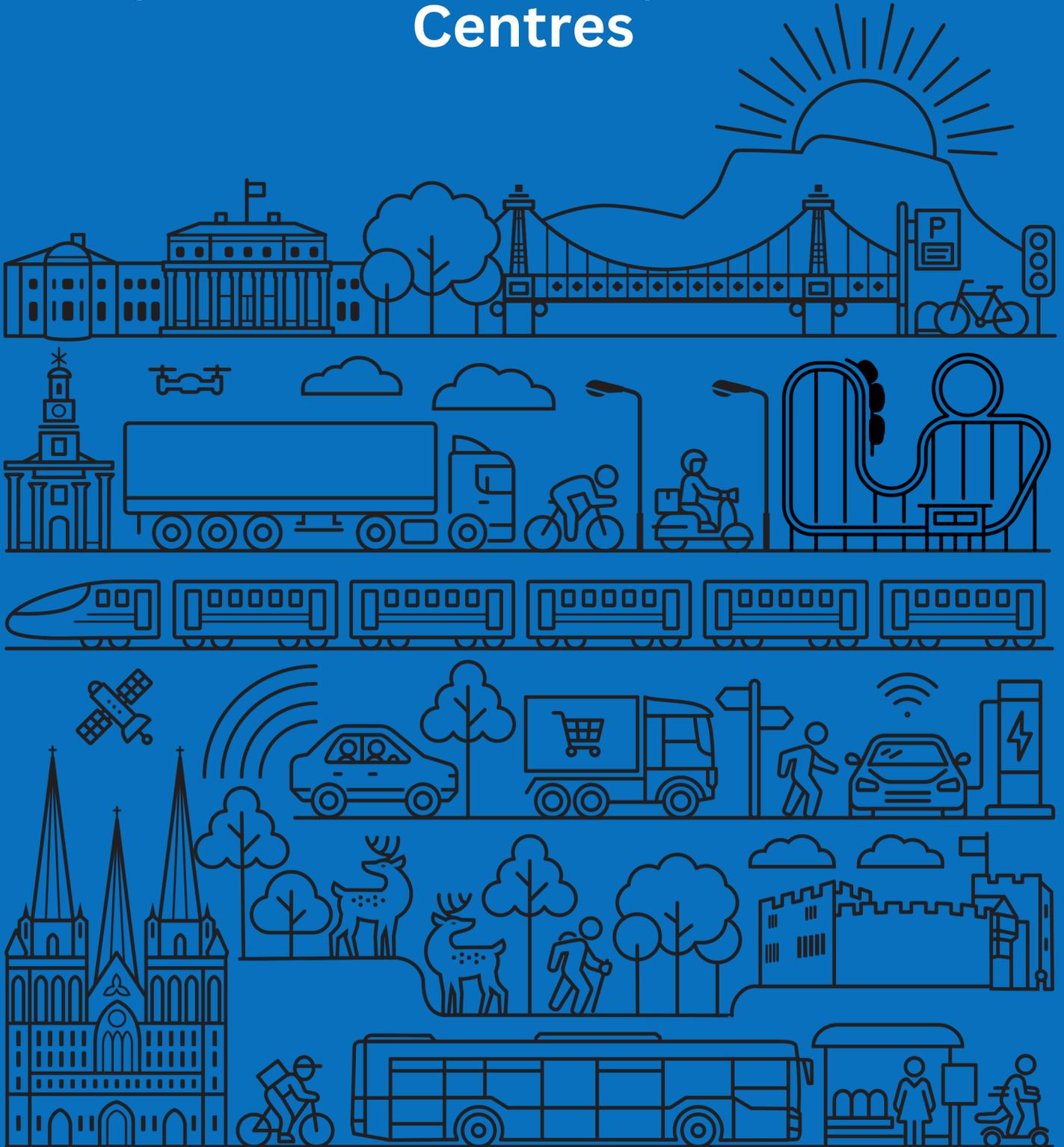# STAFFORDSHIRE
Local Transport Plan
2026
Analysis of Car Journeys to our Town Centres

Staffordshire County Council

Contents

1. TomTom Analysis Summary

1.1 Method

TomTom data allows for detailed, geographically specific analysis to be conducted. We used TomTom data from vehicular journeys to build a picture of who is using the town centres of Staffordshire CAST (Capability to Achieve Suitable Travel) Type 1 settlements (see Appendix 1.15 of the LTP main document for further details of types). The process consists of the following 3 parts:

1.1.2 Defining the town centre

We wanted to make sure that the traditional town centre for each of the settlements was as accurate as possible. This meant carefully choosing which town centre car parks, supermarkets and shops fitted into the proximity of the centres. We also aimed to exclude as many residential areas as possible, to only show where town centres are used for leisure, amenities and retail purposes.

1.1.3 TomTom analysis

After drawing the town centre regions, this was then uploaded to TomTom along with the CAST settlement file, and the neighbouring county boundaries. The 11 separate reports were generated to cover all Saturdays in 2024, where any trips made from 00:00-24:00 were included. Also, a parameter was included which meant that a trip could start in Cannock at 23:50 on a Friday PM, arrive into Stafford town centre at 00:10 and be recorded as a trip. External trips were also included, this meant if the trip did not start in any of the locations shown in Appendix 1 then the trips would be recorded as having an external origin.

1.1.4 Mapping

As seen in each type 1 settlement report, maps have been produced to visualise where trips are originating from. This has added in the analysis of the data.

1.2   Summary of the data

Some broad conclusions can be made from the TomTom data. Figure 1 shows the number of trips recorded from each town/city centre on a Saturday. It shows that Stafford attracts a higher number of Saturday trips to its town centre than any other type 1 settlement in Staffordshire. Figure 1 also shows how the most common hour for the start of journey times vary, with the majority of trips starting between 11-12pm, which may be people heading to town centres for shopping amenities. It is interesting to note that the peak hour for Newcastle-under-Lyme is 6-7pm, this could mean that the nighttime economy in which people visit Newcastle's town centre for activities, restaurants and pubs attracts more people than it does during the day, for shopping perhaps. The most common distance for trips made across the centres is 1-2km, which are journeys that are considered walkable or cyclable. Consistently the most common journey lengths are 5-10 minutes.

Figure 1: Summary of TomTom Analysis

	No. of trips	Most common Hour	Most common Distance	Most common journey time
Stafford	191,200	11-12pm	2-3km	05-10mins
Burton	106,456	11-12pm	1-2km	05-10mins
Lichfield	90,346	11-12pm	1-2km	05-10mins
Tamworth	75,080	12-13 pm	2-3km	05-10mins
Newcastle	70,079	6-7pm	1-2km	05-10mins
Cannock	32,952	12-13 pm	2-3km	05-10mins
Stone	25,570	11-12pm	1-2km	05-10mins
Rugeley	25,531	11-12pm	1-2km	05-10mins
Uttoxeter	18,750	11-12pm	1-2km	05-10mins
Burntwood	8,187	4-5 pm	1-2km	05-10mins
Kidsgrove	7,870	12-13 pm	1-2km	05-10mins

In addition, Figure 2 shows a matrix of trips from the CAST origin settlements to each of the town centres. Comparing the results in this way allows cross settlement analysis to be conducted. For example, it shows and supports existing relationships such as Kidsgrove, Butt Lane and Talke with the City of Stoke-on-Trent. It also may highlight relationships that are higher than expected, such as the 13.26% of journeys that are made from Cannock to Burntwood Town Centre on Saturdays, which is higher than the 6.69% of trips from Lichfield.

1.3   Conclusion

These results could highlight where investment in public transport could be made. This data shows vehicular journey between settlements and town centres, and if these journeys can be made by using public transport or local cycling, walking and wheeling infrastructure this would relieve pressure from the road network and contribute to healthier lifestyles. Throughout the rest of this document, we present more detailed information on each of the town centres for which we analysed TomTom data.

Figure 2: Matrix of settlement to town centre journeys

Origin		Destination										
		Burntwood Town Centre	Burton Town Centre	Cannock Town Centre	Lichfield City Centre	Tamworth Town Centre	Newcastle Town Centre	Kidsgrove Town Centre	Stone Town Centre	Stafford Town Centre	Rugeley Town Centre	Uttoxeter Town Centre
	Burntwood	41.03%	0.16%	3.65%	7.23%	0.99%	0.01%	0.00%	0.13%	0.35%	1.74%	0.10%
	Burton	0.45%	56.75%	0.10%	1.62%	0.69%	0.04%	0.01%	0.07%	0.12%	0.48%	2.51%
	Cannock	13.26%	0.14%	46.73%	2.83%	0.60%	0.10%	0.08%	0.45%	3.85%	8.42%	0.45%
	Lichfield	6.69%	0.71%	0.96%	35.31%	2.42%	0.02%	0.01%	0.17%	0.30%	3.94%	0.30%
	Tamworth	1.04%	0.70%	0.36%	4.88%	53.36%	0.01%	0.01%	0.04%	0.10%	0.72%	0.14%
	Newcastle	0.27%	0.03%	0.09%	0.07%	0.05%	44.21%	7.67%	3.17%	0.63%	0.13%	0.67%
	Kidsgrove, Butt Lane, Talke	0.00%	0.01%	0.01%	0.00%	0.00%	1.77%	38.09%	0.35%	0.06%	0.02%	0.07%
	Stone	0.02%	0.01%	0.06%	0.08%	0.01%	0.73%	0.22%	29.81%	2.94%	0.34%	0.49%
	Stafford	0.55%	0.08%	2.15%	0.59%	0.15%	0.47%	0.13%	8.01%	56.08%	3.87%	1.62%
	Rugeley	1.48%	0.20%	1.95%	2.52%	0.31%	0.04%	0.00%	0.48%	1.85%	44.85%	0.76%
	Uttoxeter	0.04%	0.66%	0.05%	0.11%	0.03%	0.14%	0.04%	0.70%	0.62%	0.59%	36.01%
	All Staffs Type 5 settlements	9.69%	3.74%	8.36%	9.71%	3.87%	4.21%	1.80%	19.69%	11.97%	12.62%	14.15%
	City of SOT	0.16%	0.18%	0.25%	0.19%	0.13%	44.21%	27.98%	16.43%	2.47%	0.59%	4.79%
	Total	74.68%	63.37%	64.72%	65.14%	62.61%	95.96%	76.04%	79.50%	81.34%	78.31%	62.06%
	Remainder from other settlements/co unites and external	25.32%	36.63%	35.28%	34.86%	37.39%	4.04%	23.96%	20.50%	18.66%	21.69%	37.94%

2. Burntwood

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Burntwood Town Centre has been defined in Figure 3. The area that is included as the traditional town centre covers approximately 0.05km^2. Although the town centre is small, trip attractors include Burntwood Town Centre shopping centre, a post office and library. There are also a few restaurants in this area.

Figure 3: Burntwood Town Centre
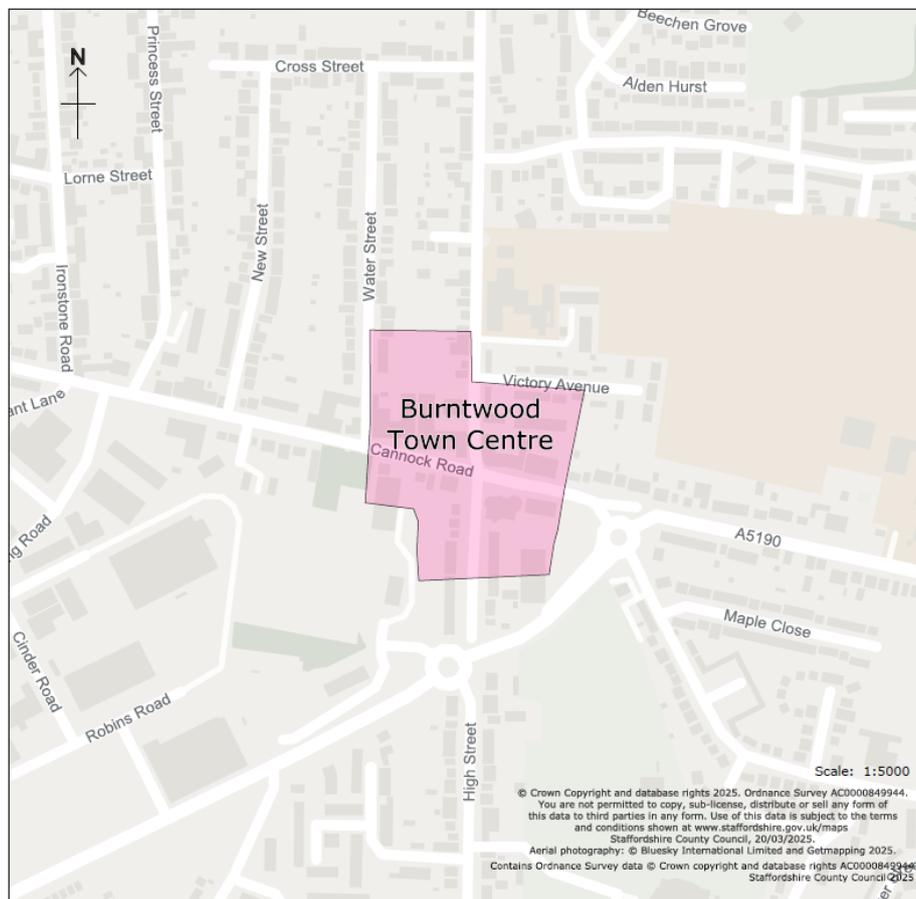
In total 8,187 vehicular trips on Saturdays in 2024 where Burntwood Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 157 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 81,870 vehicular trips that end in Cannock Centre on Saturdays annually. The most common start hour for trips is 4-5pm, with the most common distance being trips between 1-2km and the most common duration of trips being 5-10 minutes.

Figure 4: Trips from local areas to Burntwood Town Centre

Stafford
0.55%

Milford
0.04%

Little Haywood and Colwich
0.04%

All type 5 areas in Staffordshire
9.69%

Yoxall
0.10%

Rugeley
1.48%

Kings Bromley
0.01%

Armitage with Handsarce
0.27%

Penkridge
0.12%

Fradley
0.48%

Huntington
0.33%

Cannock
13.26%

Burntwood without town centre
41.03%

Lichfield
6.69%

Norton Canes
3.84%

Whittington
0.06%

Shareshill
0.01%

Cheslyn Hay
0.89%

Shenstone
0.44%

Featherstone
0.06%

Essington
0.10%

Walsall District
8.53%

Wolverhampton District
0.89%

Scale: 1:125000

Staffordshire County Council

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
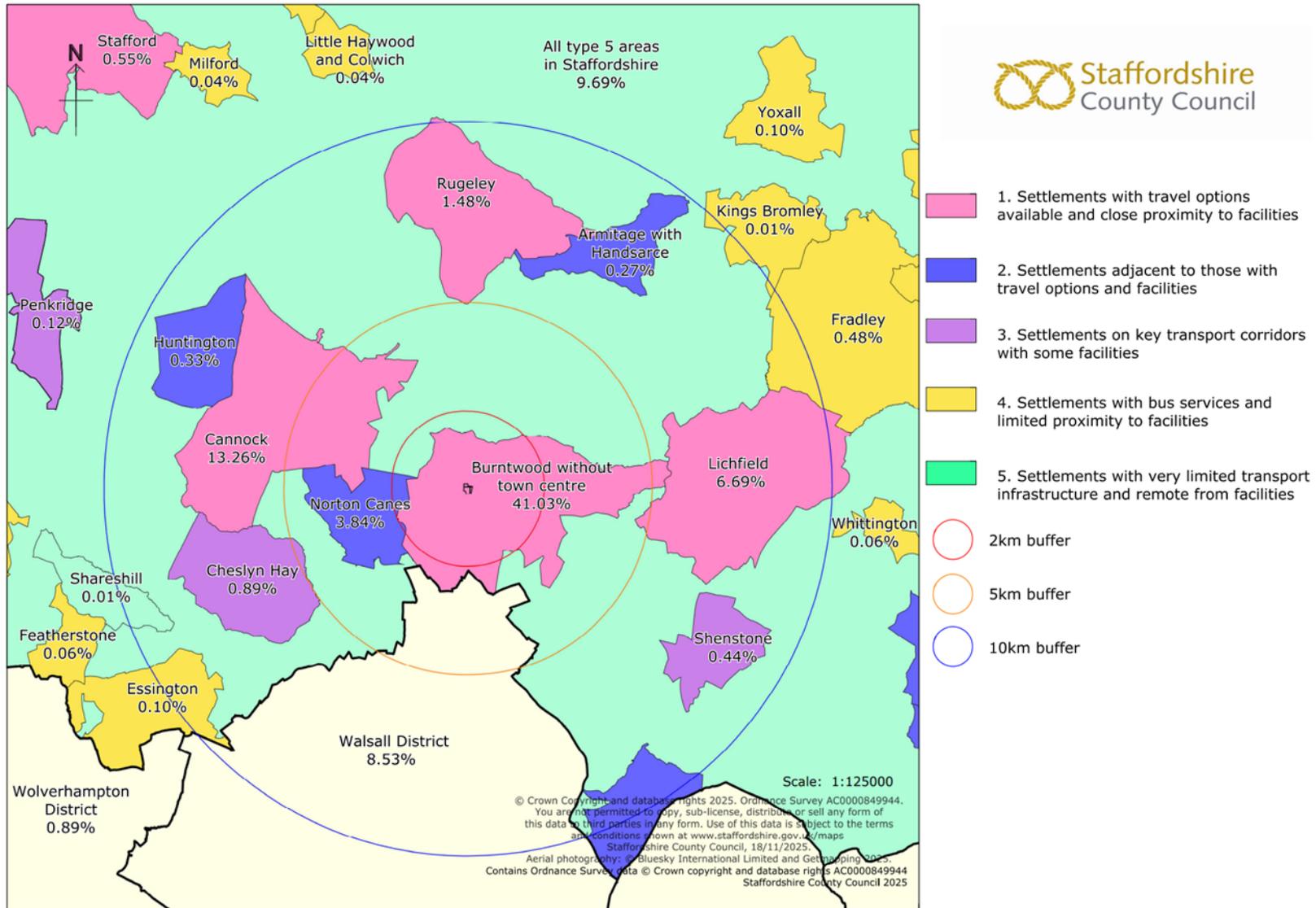
2km buffer

5km buffer

10km buffer

Figure 4 shows trips from the local area into Burntwood Town Centre. The figure shows that over 75% of all trips on a Saturday are trips orginiating from within a 10km radius of Burntwood Town Centre. Included within the 10km radius, two fifths of all trips to the town centre are coming from the region of Burntwood, this suggests that locals to Burntwood are frequenting the town centre. There is also a strong relationship between the other local type 1 settlements and Burntwood Town Centre, as 6.69% of trips are orginiating from Lichfield and 13.26% of trips from Cannock.

Figure 5: Top 10 origin regions to Burntwood Town Centre
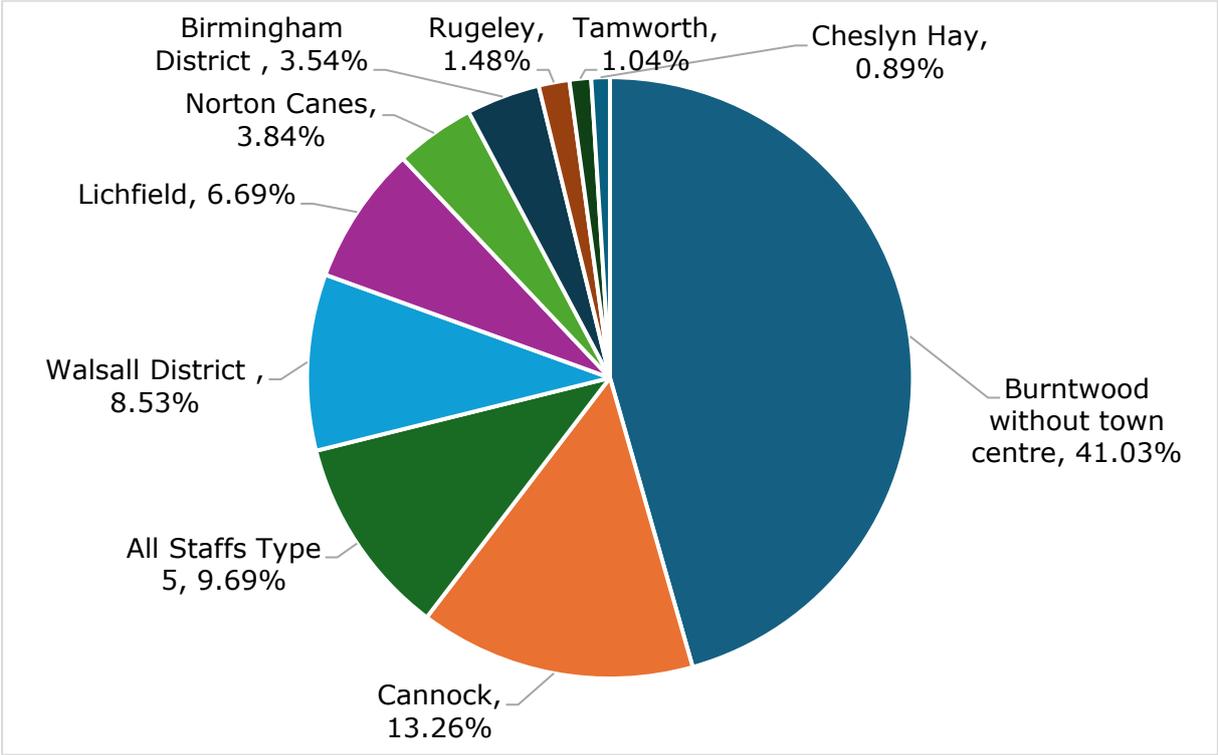
In support of what can be seen in Figure 4, Figure 5 shows the top 10 settlements that trips to Burntwood Town Centre originate from. Figure 5 also highlights how the location of Burntwood plays a part in its attraction, you can see this as it borders Walsall District, where 8.53% of trips originate from.

On a wider scale, Figure 6 shows trips from Staffordshire type 1 settlements along with neighbouring counties. This map helps to demonstrate how a majority of the trips originate from settlements in the south of Staffordshire.

Figure 6: Wider county trips to Burntwood Town Centre

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

Scale: 1:400000

Staffordshire
County Council

© Crown Copyright and database rights 2025. Ordnance Survey AC000084994
You are not permitted to copy, sub-license, distribute or sell any form of
this data to third parties in any form. Use of this data is subject to the terms
and conditions shown at www.staffordshire.gov.uk/maps
Staffordshire County Council, 18/11/2025.
Aerial photography: © Bluesky International Limited and Getmapping 2025.

3. Burton-upon-Trent

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Burton-upon-Trent Town Centre has been defined in Figure 7. The area that is included as the traditional town centre covers approximately 0.28km^2. Trip attractors to the town centre include a wide range of shops, retail parks and the Octagon shopping centre. There is also a cinema, restaurants and pubs which will attract visitors throughout the day on Saturdays.

Figure 7: Burton-upon-Trent Town Centre
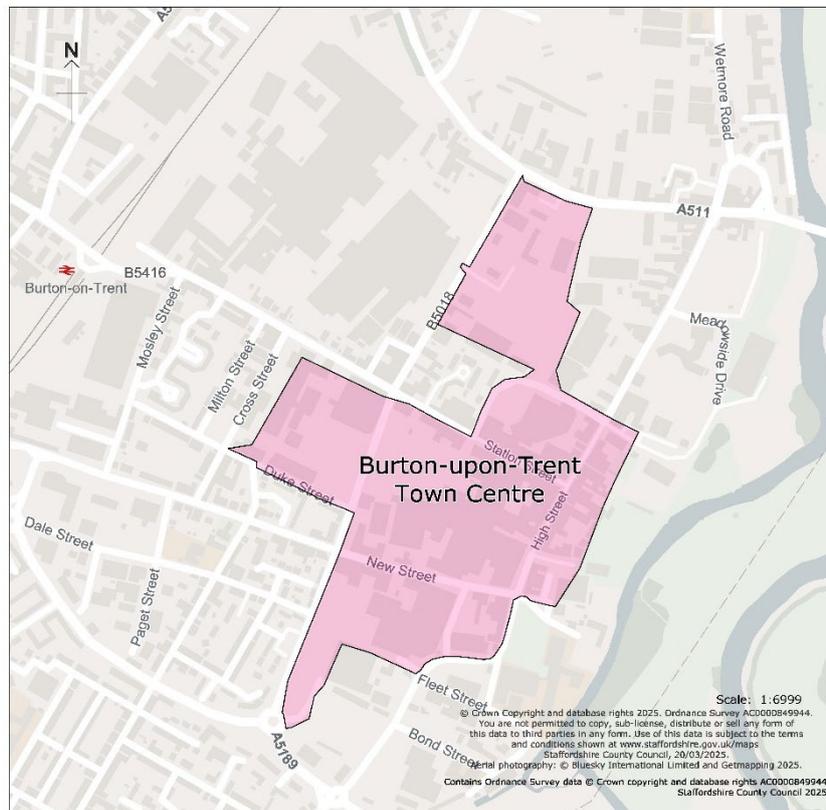
In total 106,456 vehicular trips on Saturdays in 2024 where Burton-upon-Trent Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 2,047 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 1,064,560 vehicular trips that end in Burton-upon-Trent Town Centre on Saturdays annually. The most common start hour for trips is 11-12pm, with the most common distance being trips between 1-2km and the most common duration of trips being 5-10 minutes.

Figure 8: Local trips to Burton-upon-Trent Town Centre

Derbyshire
20.97%

City of Derby
4.07%

Staffordshire
County Council

Marchington
0.18%

Draycott in
the Clay
0.18%

Tutbury
0.97%

Rolleston-on-Dove
0.99%

All type 5 areas in
Staffordshire
3.74%

Burton-upon-Trent
without town centre
56.75%

Yoxall
0.22%

Barton-under
Needwood
0.90%

King's Bromley
0.06%

Warwickshire
0.51%

Alrewas
0.38%

Fradley
0.35%

Lichfield
0.71%

Scale: 1:125000

© Crown Copyright and database rights 2025. Ordnance Survey AC0000849944.
You are not permitted to copy, sub-license, distribute or sell any form of
this data to third parties in any form. Use of this data is subject to the terms
and conditions shown at www.staffordshire.gov.uk/maps
Staffordshire County Council, 18/11/2025.
Aerial photography: © Bluesky International Limited and Getmapping 2025.
Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

Legend:

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

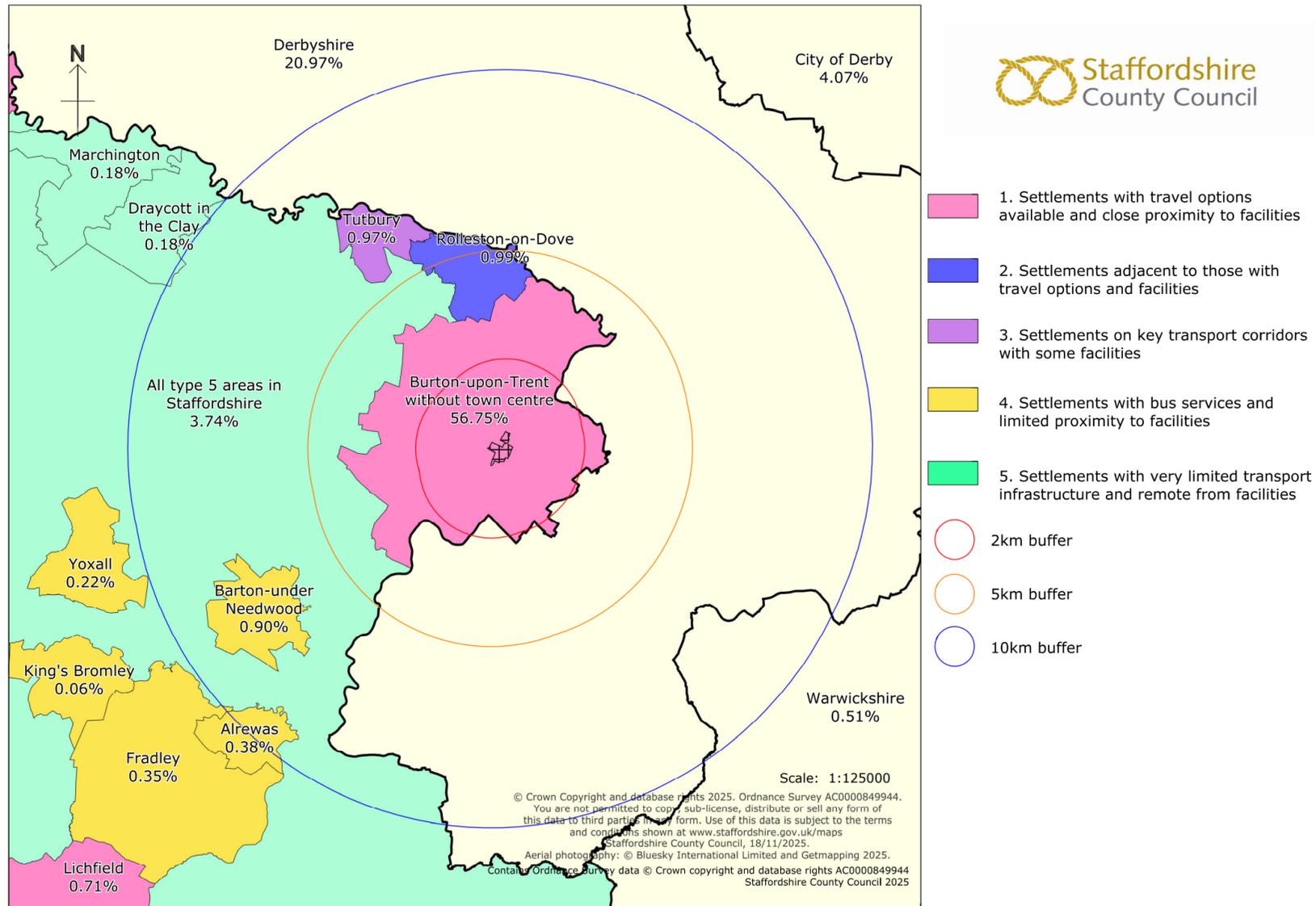2km buffer

5km buffer

10km buffer

11

Figure 8 shows trips from the local area into Burton-upon-Trent Town Centre on a Saturday. It shows that over half the number of trips that end in Burton-upon-Trent Town Centre have originated from the wider Burton-upon-Trent area, showing how locals use the town centre on a Saturday. Figure 8 also shows the attraction from settlements North of Burton-upon-Trent from type 2 and 3 such as Tutbury.

Figure 9: Top 10 origin regions to Burton-upon-Trent Town Centre
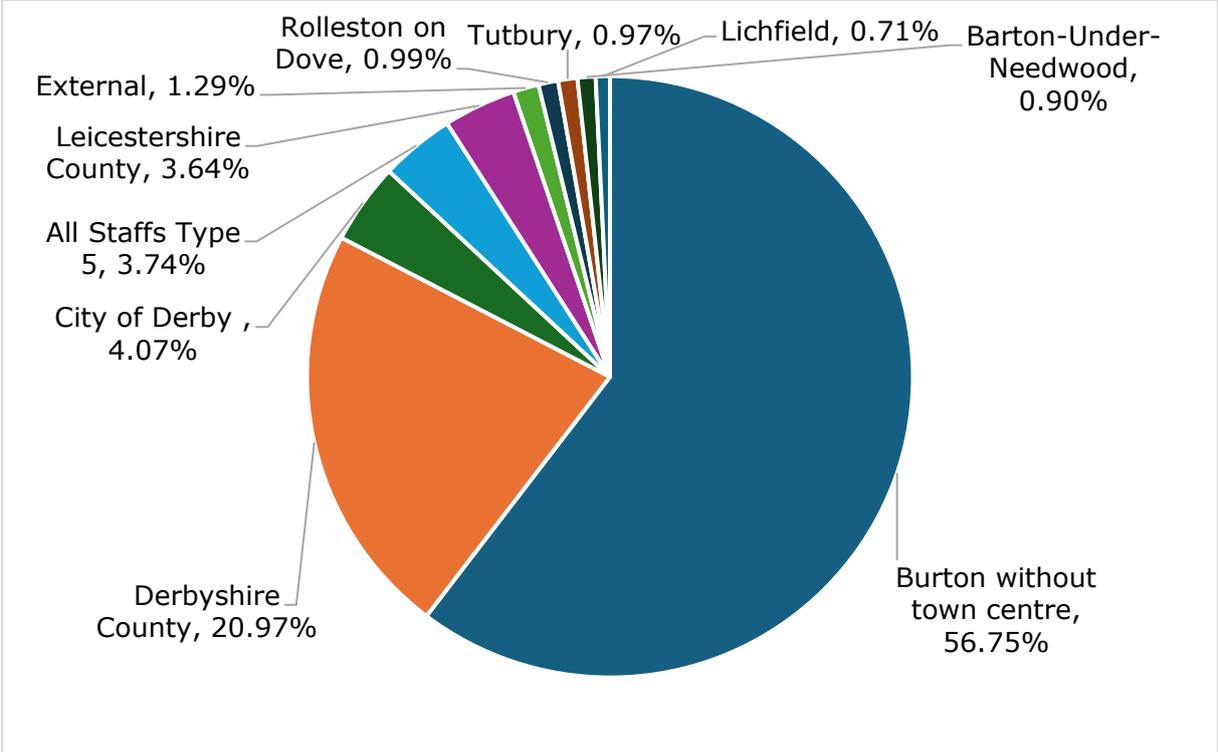
In support of what can be seen in Figure 8, Figure 9 shows the top 10 settlements that trips to Burntwood Town Centre oringinate from. Figure 9 highlights that just over 20% of all trips orginate from the county of Derbyshire, which surrounds Burton-upon-Trent to the North, East and South. This region will include areas such as Swadlincote and Newhall.

On a wider scale Figure 10 shows trips from Staffordshire's type 1 settlements along with neighbouring counties. This maps highlights the pull from the East of the county and neighbouring counties.

Figure 10: Wider county trips to Burton-upon-Trent Town Centre

Cheshire East
0.05%

All type 5 areas in
Staffordshire
3.74%

Derbyshire
20.97%

Butt Lane
Kidsgrove
Talke
0.01%

Newcastle-
under-
Lyme
0.03%

City of
Stoke-
on-Trent
0.18%

City of Derby
4.07%

Stone
0.01%

Uttoxeter
0.66%

Burton-upon-Trent
without town centre
56.75%

Stafford
0.08%

Telford
and
Wrekin
0.16%

Rugeley
0.20%

Leicestershire
3.64%

Cannock
0.14%

Burntwood
0.16%

Lichfield
0.71%

Tamworth
0.70%

Wolverhampton
District
0.08%

Walsall
District
0.25%

Warwickshire
0.51%

Shropshire
0.04%

Sandwell
District
0.12%

Birmingham
District
0.51%

Dudley
District
0.04%

Worcestershire 0.04%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

Staffordshire
County Council

Scale: 1:400000

13

4. Cannock

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Cannock Town Centre has been defined in Figure 11. The area that is included as the traditional town centre covers approximately 0.13km^2. Trip attractors in Cannock Town Centre include Cannock shopping centre and other shops in the town centre. There are also many pubs, restaurants and bars, along with the Prince of Wales theatre.

Figure 11: Cannock Town Centre
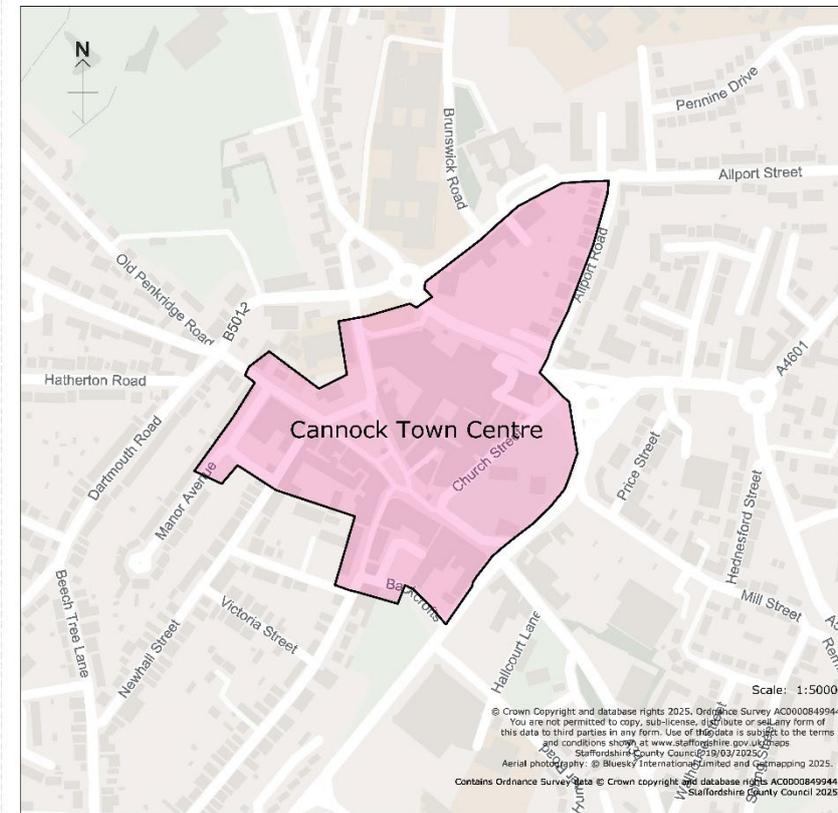
In total 32,952 vehicular trips on Saturdays in 2024 where Cannock Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 633 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 329,520 vehicular trips that end in Cannock Centre on Saturdays annually. The most common start hour for trips is Midday-1pm, with the most common length being trips between 2-3km and the most common duration of trips being 5-10 minutes.

Figure 12: Trips from local areas to Cannock Town Centre

Map legend:

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

2km buffer
5km buffer
10km buffer

Scale: 1:125000

Staffordshire County Council

Map labels:
- Stafford 2.15%
- Little Haywood and Colwich 0.06%
- Milford 0.04%
- All type 5 areas in Staffordshire 8.36%
- Rugeley 1.95%
- Armitage with Handsacre 0.11%
- Penkridge 1.83%
- Huntington 2.99%
- Cannock without town centre 46.73%
- Brewood 0.28%
- Burntwood 3.65%
- Norton Canes 2.42%
- Lichfield 0.96%
- Coven 0.29%
- Shareshill 0.23%
- Cheslyn Hay 5.54%
- Featherstone 0.58%
- Codsall 0.10%
- Essington 0.63%
- Walsall District 7.46%
- Bilbrook 0.07%
- Little Aston 0.03%
- Perton 0.06%
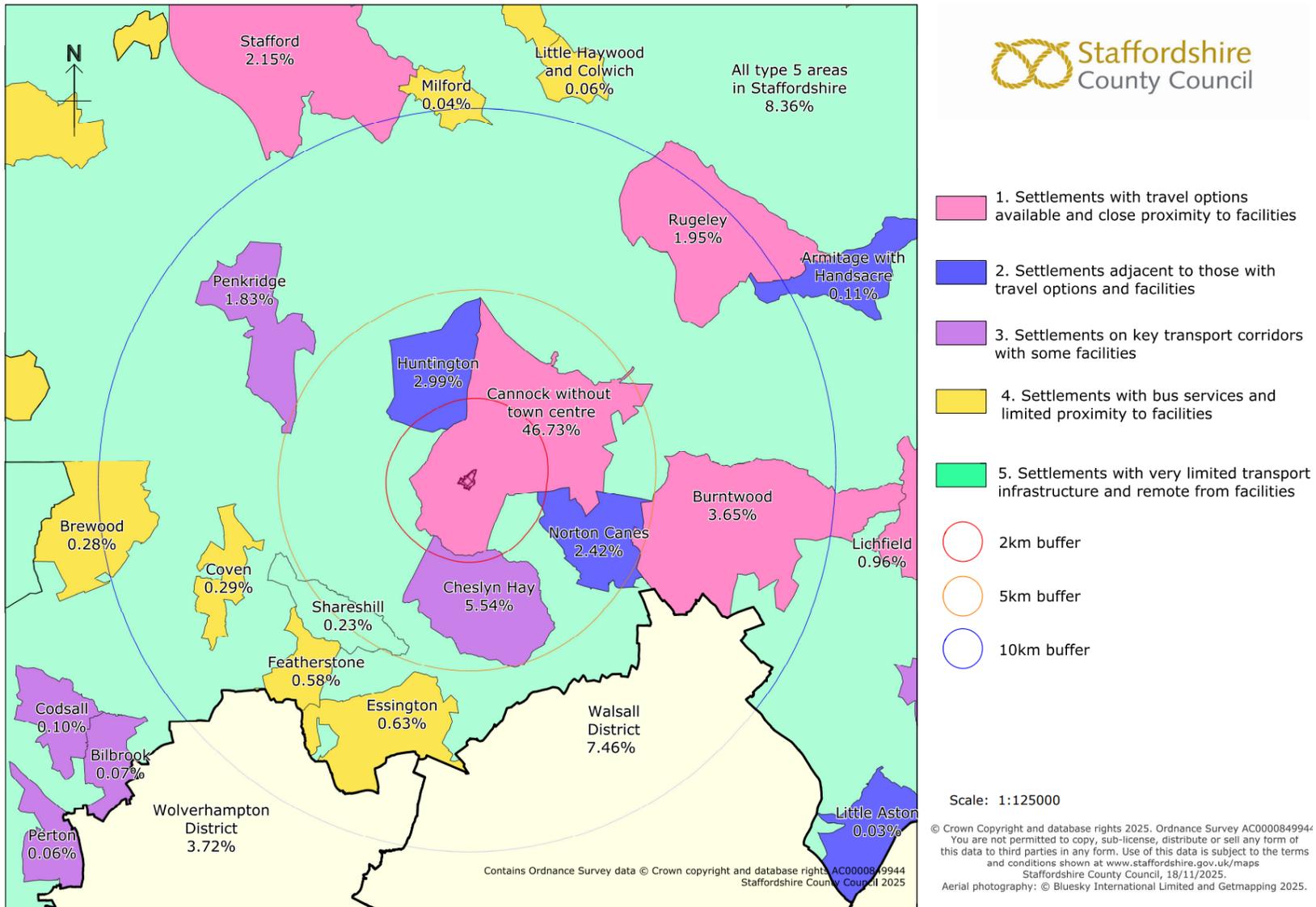- Wolverhampton District 3.72%

Figure 12 shows the trips from the local area into Cannock Town Centre. It shows that there are many settlements within 10km of the Town Centre that visit Cannock Town Centre on a Saturday. These include type 2/3/4 settlements such as Penkridge, Huntington and Norton Canes.

In support of what can be seen in Figure 12, Figure 13 shows the top 10 origin settlements. This means these origins are the 10 most popular which visit Cannock Town Centre on a Saturday. Figure 13 also highlights the pull that Cannock has from Walsall, Wolverhampton and Birmingham as these three locations fall outside of Staffordshire.

Figure 13: Top 10 origin regions to Cannock Town Centre
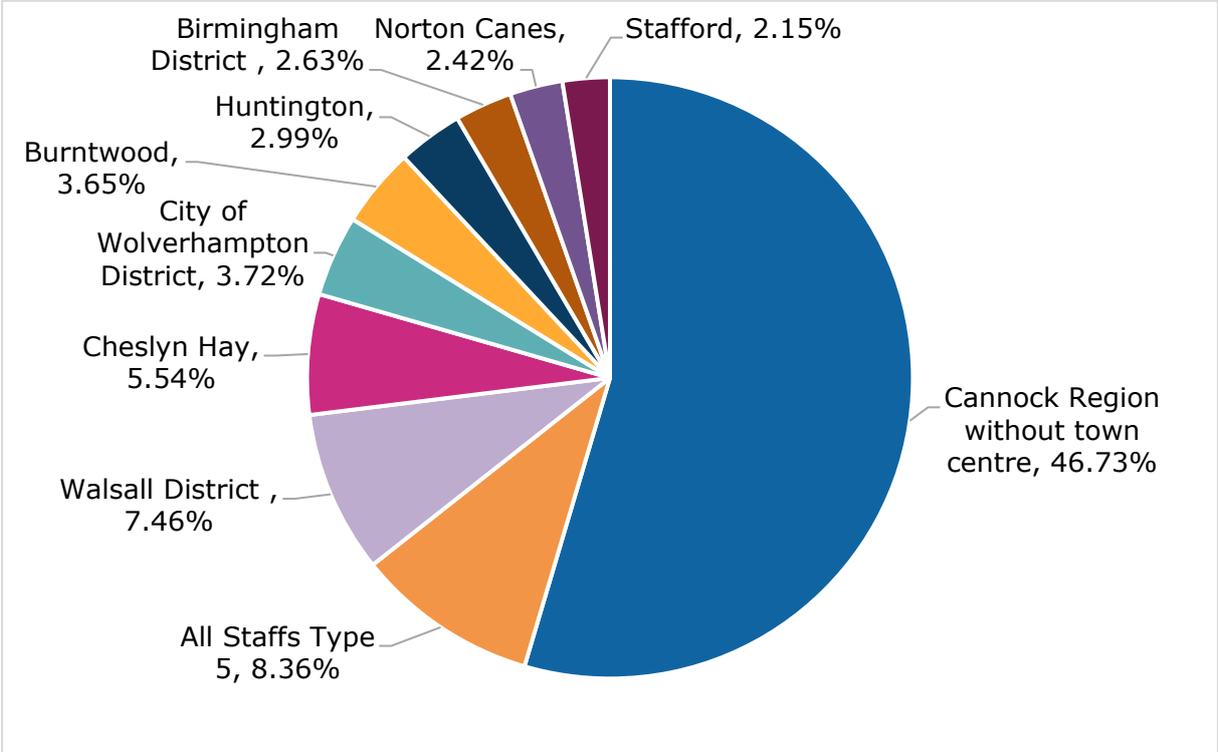
On a wider scale Figure 14 shows trips from Staffordshire type 1 settlements along with neighbouring counties.

Figure 14: Wider county trips to Cannock Town Centre

N

Cheshire East
0.10%

Butt Lane
Kidsgrove
Talke
0.01%

All type 5 areas
in Staffordshire
8.36%

Derbyshire
0.21%

Newcastle-
under-
Lyme
0.09%

City of
Stoke-
on-Trent
0.25%

City of Derby
0.07%

Stone
0.06%

Uttoxeter
0.05%

Burton-upon-
Trent
0.10%

Stafford
2.15%

Telford
and
Wrekin
0.68%

Rugeley
1.95%

Leicestershire
0.14%

Cannock without
town centre
46.73%

Burntwood
3.65%

Lichfield
0.96%

Tamworth
0.36%

Walsall
District
7.46%

Wolverhampton
District
3.72%

Warwickshire
0.43%

Shropshire
0.38%

Sandwell
District
1.20%

Birmingham
District
2.63%

Dudley
District
0.75%

Worcestershire 0.29%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

**Staffordshire
County Council**

Scale: 1:400000

17

5. Kidsgrove

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Kidsgrove Town Centre has been defined in Figure 15. The area that is included as the traditional town centre covers approximately 0.04km^2. Kidsgrove has been chosen over the areas of Butt Lane or Talke as it has more amenities to offer. The trip attractors to Kidsgrove Town Centre include shops such as Home Bargains as well as smaller retail spaces along the high street. There are also a few takeaways, pubs and restaurants in the area.

Figure 15: Kidsgrove Town Centre
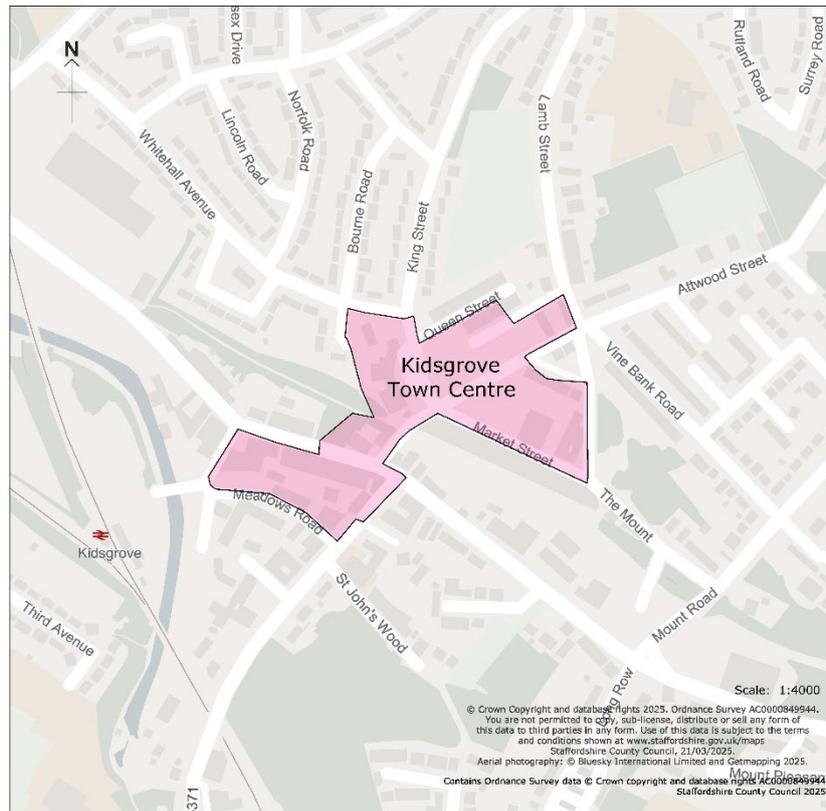
In total 7,870 vehicular trips on Saturdays in 2024 where Kidsgrove Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 151 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 78,700 vehicular trips that end in Kidsgrove Town Centre on Saturdays annually. The most common start hour for trips is Midday-1pm, with the most common distance being trips between 1-2km and the most common duration of trips being 5-10 minutes.

Figure 16: Trips form local areas to Kidsgrove Town Centre

Figure 16: Trips form local areas to Kidsgrove Town Centre

Map labels:
- Cheshire East 4.28%
- Biddulph 0.61%
- Leek 0.29%
- Mow Cop 0.05%
- Harriseadhead 0.04%
- Endon 0.12%
- Butt Lane Kidsgrove Talke 1.77%
- Brown Edge 0.08%
- Cheddleton 0.05%
- Audley 0.25%
- Newcastle-under-Lyme without town centre 44.21%
- Wetley Rocks 0.02%
- Halmerend 0.14%
- Betley 0.04%
- Madeley Heath 0.22%
- City of Stoke-on-Trent 36.11%
- Werrington and Cellarhead 0.31%
- Madeley 0.42%
- Shropshire 0.60%
- Whitmore 0.20%
- Blythe Bridge and Forsbrook 0.26%
- Baldwins Gate 0.26%
- Meir Heath 0.08%
- Blythe Bridge 0.14%
- All type 5 areas in Staffordshire 4.21%
- Barlaston 0.21%
- Loggerheads 0.20%
- Ashley 0.06%

Legend:
- 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
- 2km buffer
- 5km buffer
- 10km buffer

Scale: 1:125000

© Crown Copyright and database rights 2025. Ordnance Survey AC0000849944. You are not permitted to copy, sub-license, distribute or sell any form of this data to third parties in any form. Use of this data is subject to the terms and conditions shown at www.staffordshire.gov.uk/maps Staffordshire County Council, 19/11/2025. Aerial photography: © Bluesky International Limited and Getmapping 2025. Contains Ordnance Survey data © Crown copyright and database rights AC0000849944 Staffordshire County Council 2025
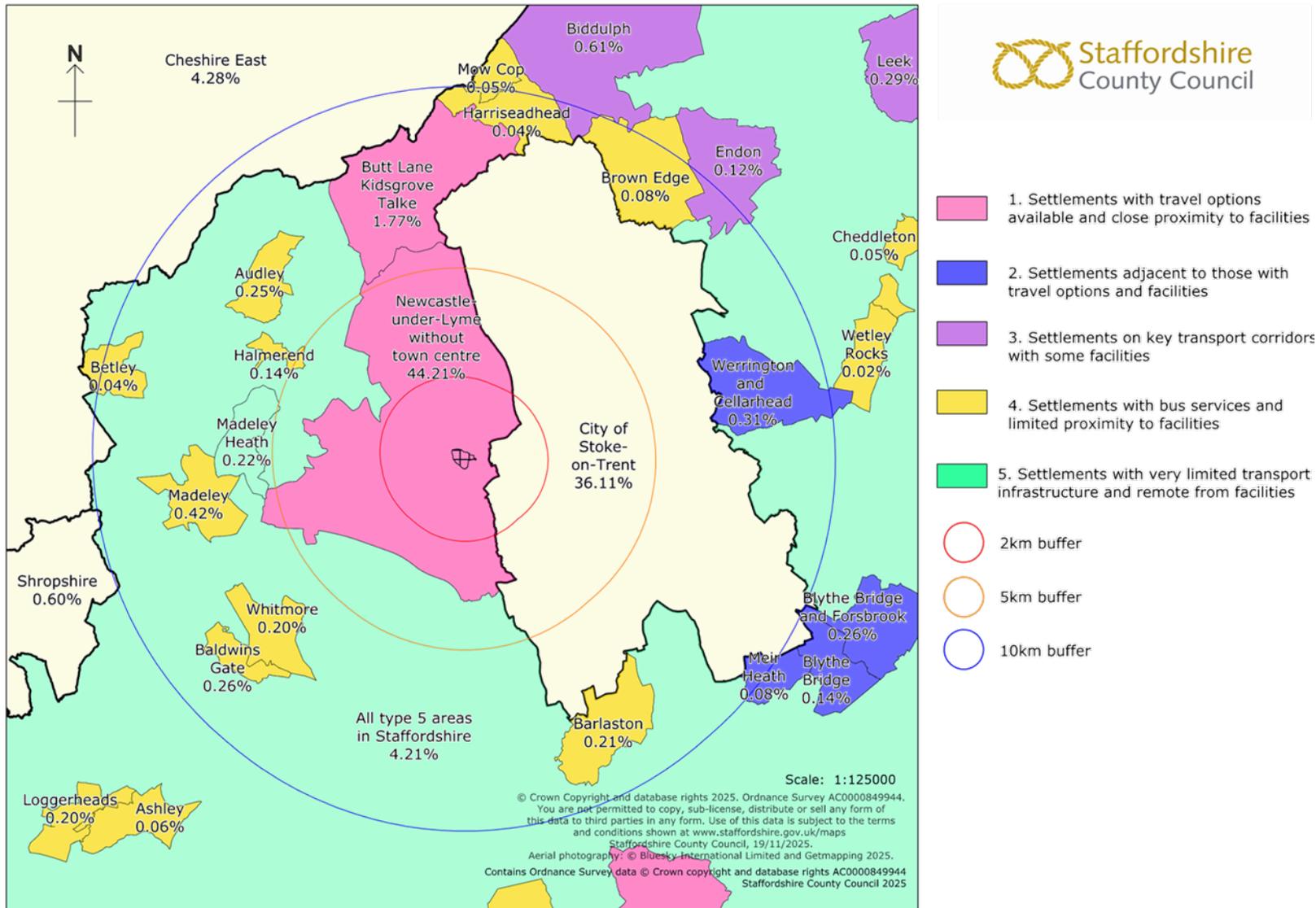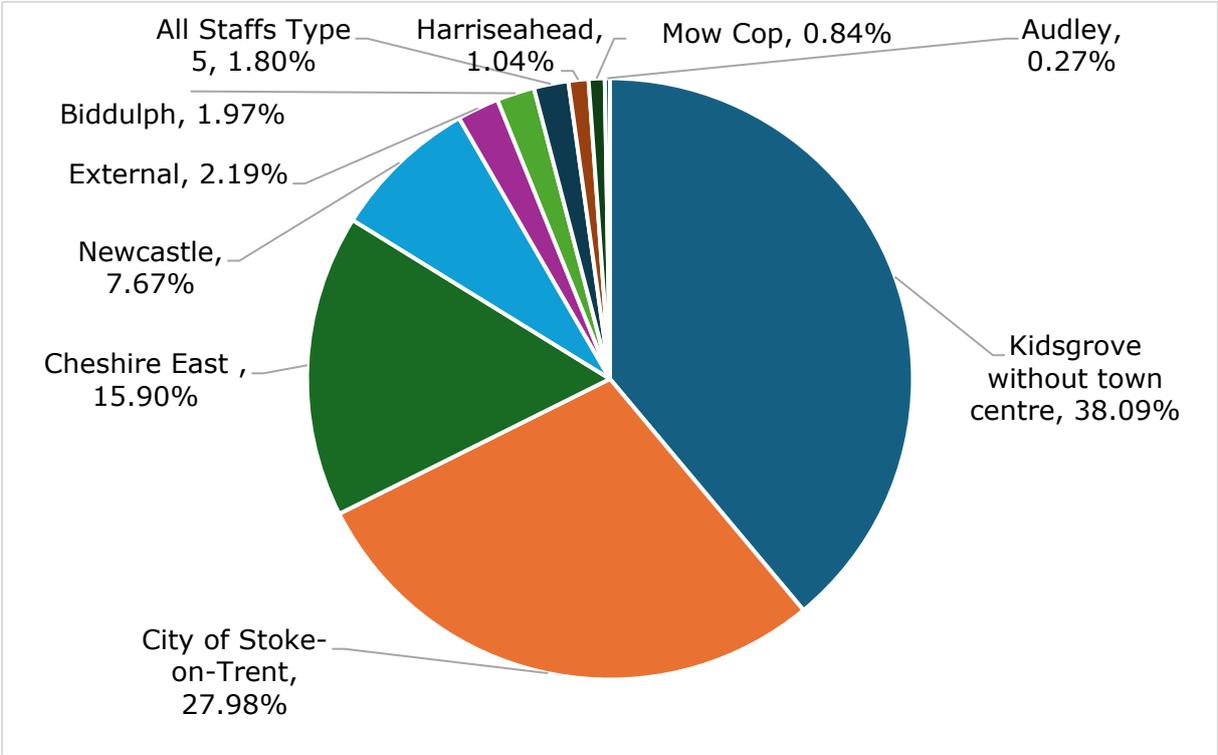
Staffordshire County Council

19

Figure 16 shows trips from the local area into Kidsgrove Town Centre. 38.09% of trips come from Talke, Butt Lane and the wider Kidsgrove area into the town centre on Saturdays in 2024. The City of Stoke-on-Trent has the second largest number of trips originating from it, with just under 28% of trips. Following this, Cheshire East has 15.90% of trips originating from the county, which will be because Cheshire East borders Kidsgrove, Talke and Butt Lane Type 1 settlement area.
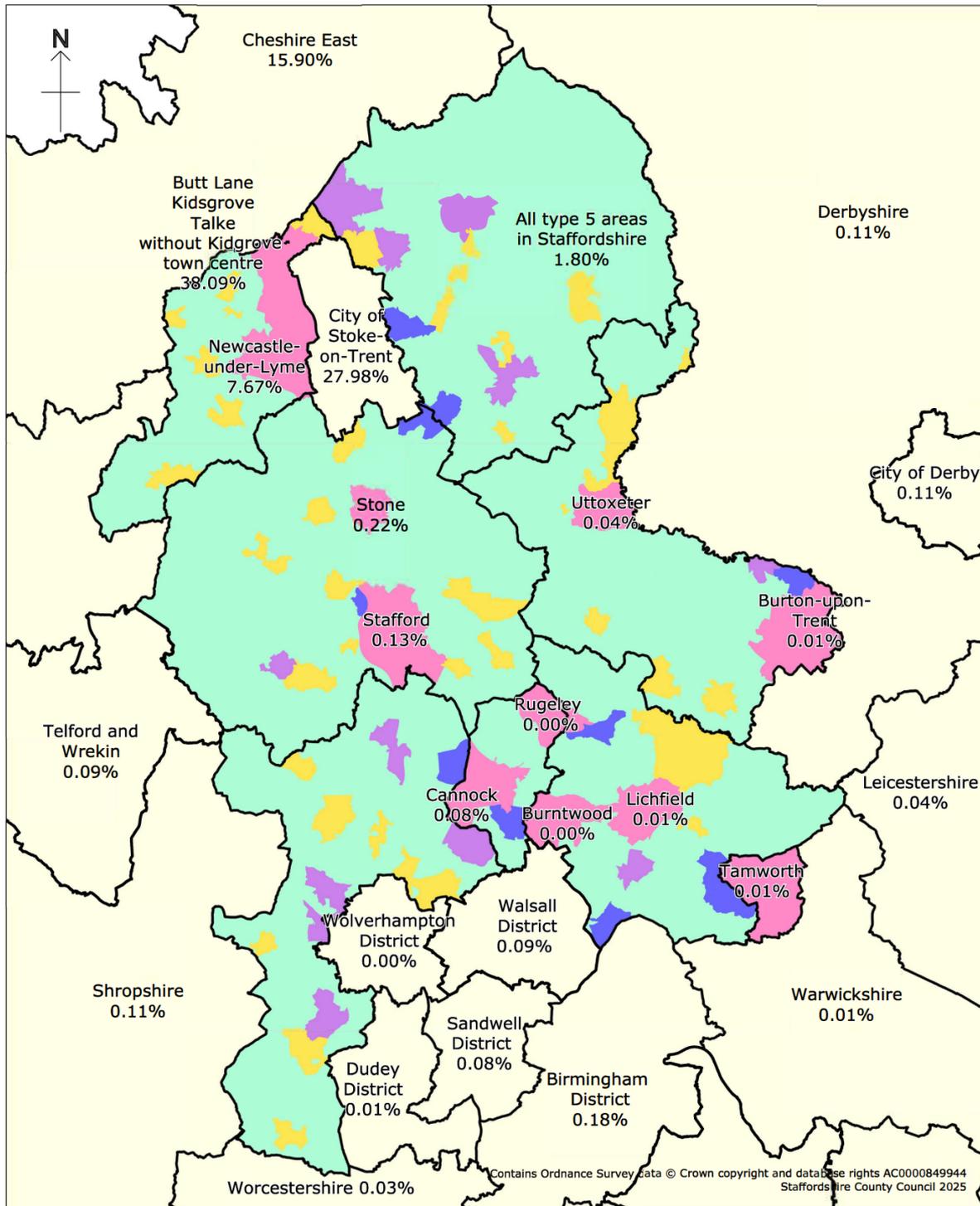
In support of what can be seen in Figure 16, Figure 17 shows the top 10 origin settlements. This means these origins are the 10 most popular settlements which visit Newcastle Town Centre on a Saturday. This chart also highlights the pull from smaller settlements in the surrounding areas to the town centre.

Figure 17: Top 10 origin regions to Kidsgrove Town Centre

On a wider scale Figure 18 shows trips form Staffordshire's type 1 settlements, along with neighbouring counties. This map highlights the lack of attraction from the centre and south of Staffordshire.

Figure 18: Wider county trips to Kidsgrove Town Centre

Cheshire East
15.90%

Derbyshire
0.11%

Butt Lane
Kidsgrove
Talke
without Kidsgrove
town centre
38.09%

All type 5 areas
in Staffordshire
1.80%

City of
Stoke-
on-Trent
27.98%

Newcastle-
under-Lyme
7.67%

City of Derby
0.11%

Stone
0.22%

Uttoxeter
0.04%

Burton-upon-
Trent
0.01%

Stafford
0.13%

Telford and
Wrekin
0.09%

Rugeley
0.00%

Leicestershire
0.04%

Cannock
0.08%

Lichfield
0.01%

Burntwood
0.00%

Tamworth
0.01%

Shropshire
0.11%

Wolverhampton
District
0.00%

Walsall
District
0.09%

Warwickshire
0.01%

Sandwell
District
0.08%

Dudey
District
0.01%

Birmingham
District
0.18%

Worcestershire 0.03%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

Staffordshire
County Council

Scale: 1:400000

6. Lichfield

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Lichfield City Centre has been defined in Figure 19. The area that is included as the traditional city centre covers approximately 0.29km^2. Trip attractors in Lichfield City Centre include tourist/historical sites such as Lichfield Cathedral and Samuel Johnson's Birthplace. There are also many shops in the city centre as well as the market on a Saturday. Lichfield City Centre also has many pubs, restaurants and bars making up one of Staffordshire's busiest nighttime economies.

Figure 19: Lichfield City Centre
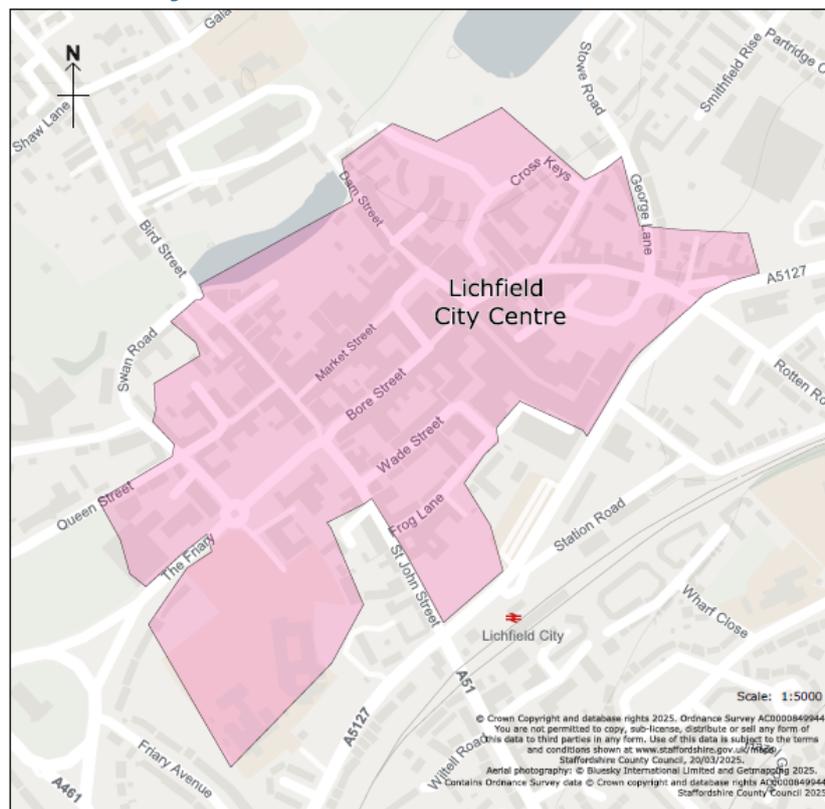
In total 90,346 vehicular trips on Saturdays in 2024 where Lichfield City Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 1,737 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 903,460 vehicular trips that end in Lichfield City Centre on Saturdays annually. The most common start hour for trips is 11-Midday, with the most common distance being trips between 1-2km and the most common duration of trips being 5-10 minutes.

Figure 20: Trips from local areas to Lichfield City Centre

Burton-upon-Trent 1.62%

All type 5 areas in Staffordshire 9.71%

Yoxall 0.32%

Barton-under-Needwood 0.38%

Derbyshire 1.55%

Rugeley 2.52%

Armitage with Handsacre 0.97%

Kings Bromley 0.28%

Fradley 2.91%

Alrewas 0.73%

Cannock 2.83%

Lichfield without City Centre 35.31%

Whittington 0.74%

Norton Canes 0.54%

Burntwood 7.23%

Shenstone 1.47%

Hopwas 0.74%

Tamworth 4.88%

Frazley 0.53%

Walsall District 6.82%

Little Aston 0.39%

Birmingham District 6.87%

Scale: 1:125000

© Crown Copyright and database rights 2025. Ordnance Survey AC0000849944. You are not permitted to copy, sub-license, distribute or sell any form of this data to third parties in any form. Use of this data is subject to the terms and conditions shown at www.staffordshire.gov.uk/maps Staffordshire County Council, 18/11/2025. Aerial photography: © Bluesky International Limited and Getmapping 2025. Contains Ordnance Survey data © Crown copyright and database rights AC0000849944 Staffordshire County Council 2025

Staffordshire County Council

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
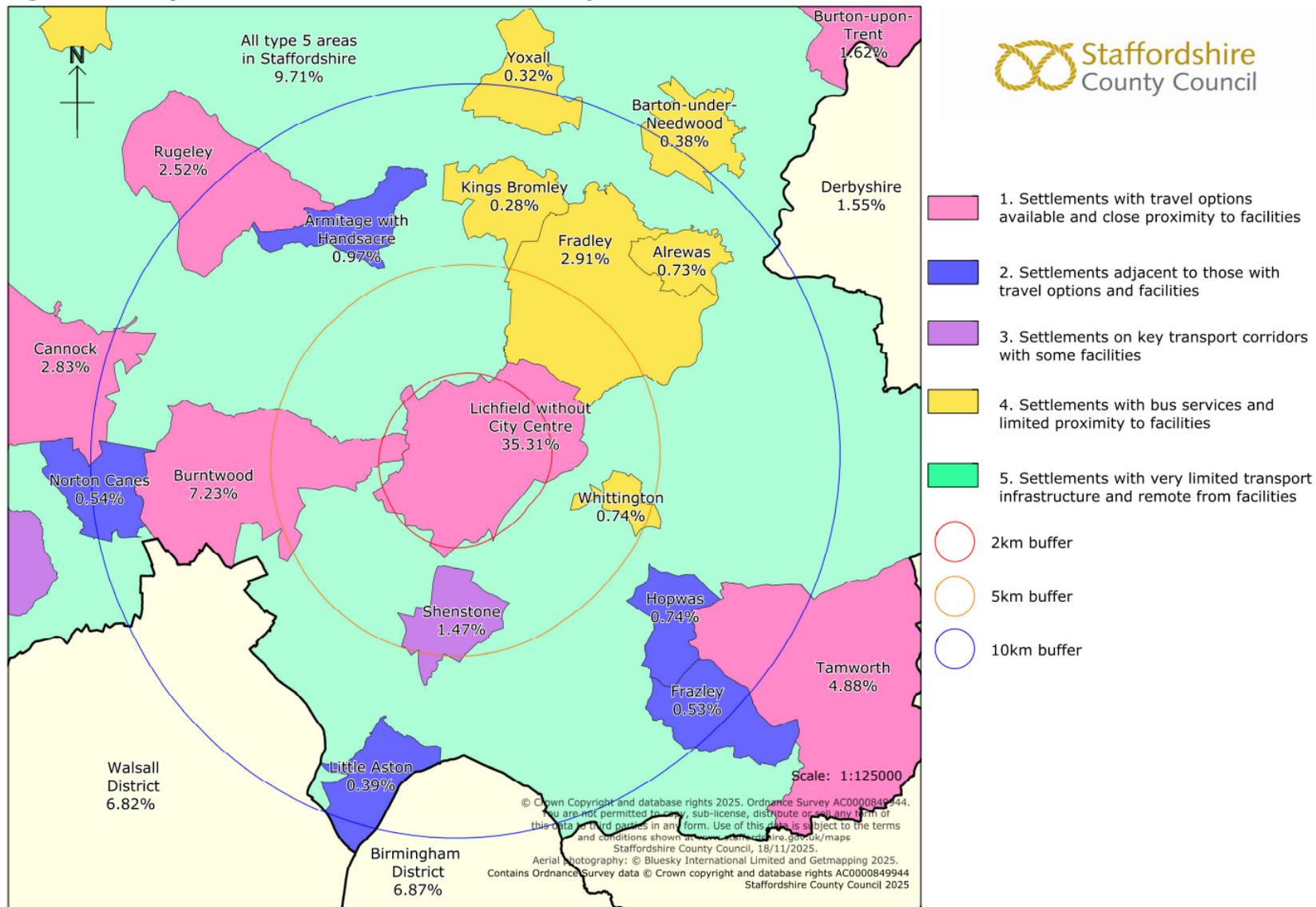
2km buffer
5km buffer
10km buffer

Figure 20 shows trips from the local area into Lichfield City Centre. It shows that 35.31% of trips start in the Lichfield region. After this, 9.71% of trips come from the Staffordshire type 5 settlements, which include hamlets and villages that have very limited transport infrastructure and are remote from facilities. Burntwood then has the third largest percentage with 7.23% of trips. After this, is it Birmingham (6.87%) and Walsall districts (6.82%) bringing in trips from outside of Staffordshire.
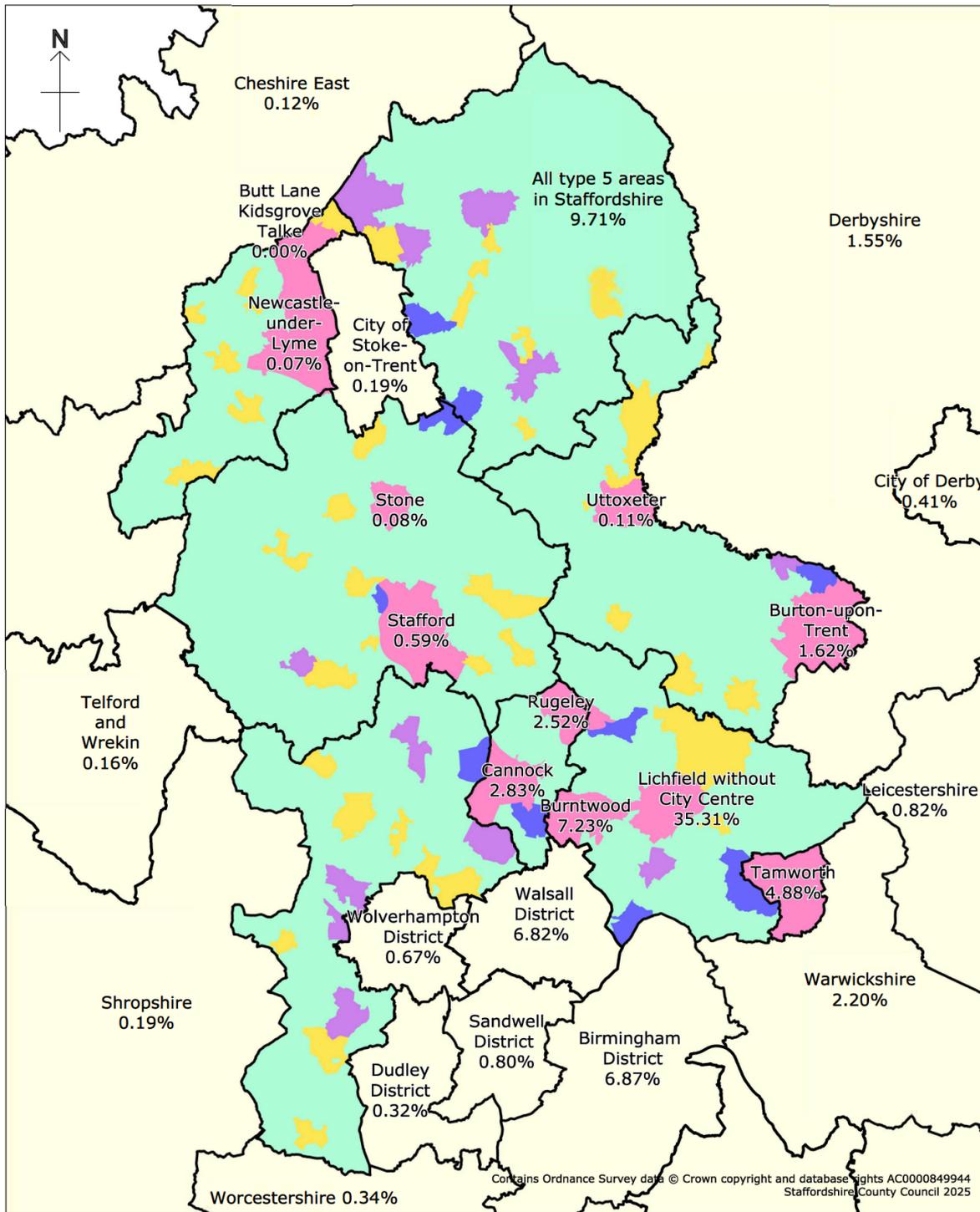
In support of this, the top 10 origin points can be seen in Figure 21. It shows that Lichfield City Centre attracts trips from other larger type 1 settlements in Staffordshire including Burntwood, Cannock, Tamworth and Rugeley.

Figure 21: Top 10 origin regions to Lichfield City Centre
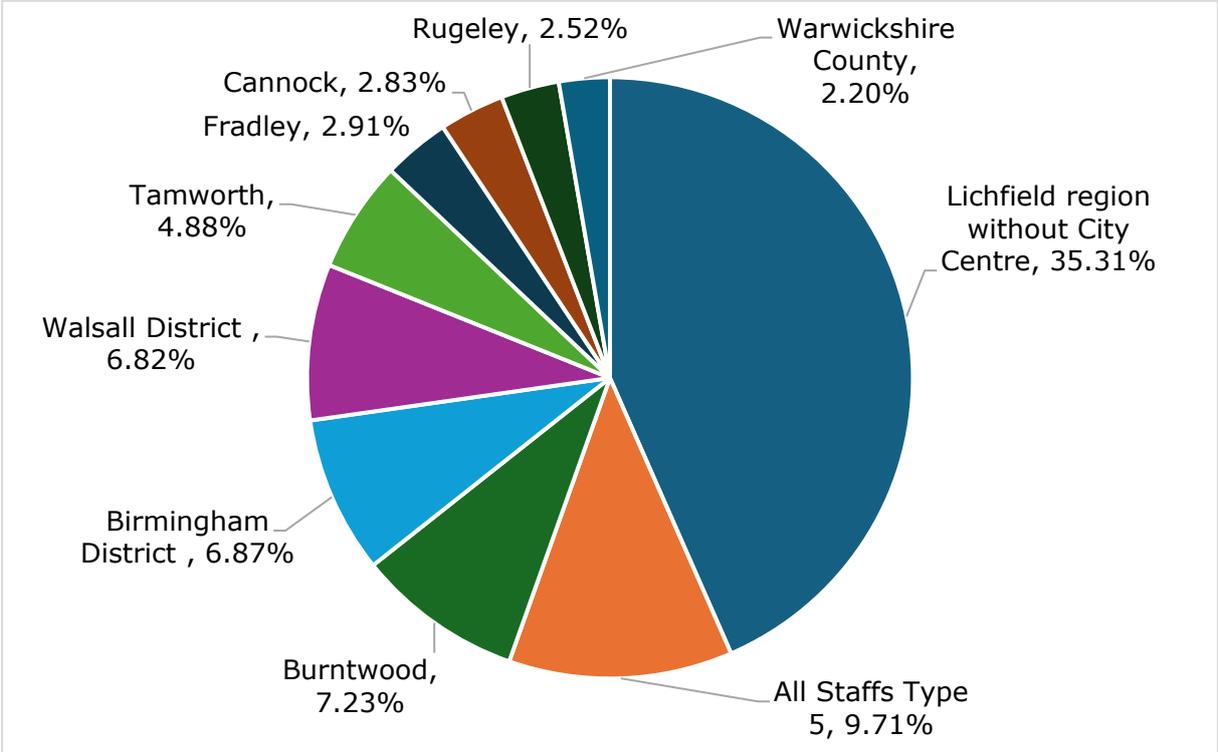
On a wider scale, Figure 22 shows trips from Staffordshire type 1 settlements along with neighbouring counties. It highlights the wider attraction of Lichfield from across Staffordshire and the surrounding districts.

Figure 22: Wider county trips to Lichfield City Centre

N

Cheshire East
0.12%

Butt Lane
Kidsgrove
Talke
0.00%

All type 5 areas
in Staffordshire
9.71%

Derbyshire
1.55%

Newcastle-
under-
Lyme
0.07%

City of
Stoke-
on-Trent
0.19%

City of Derby
0.41%

Stone
0.08%

Uttoxeter
0.11%

Stafford
0.59%

Burton-upon-
Trent
1.62%

Telford
and
Wrekin
0.16%

Rugeley
2.52%

Cannock
2.83%

Burntwood
7.23%

Lichfield without
City Centre
35.31%

Leicestershire
0.82%

Tamworth
4.88%

Wolverhampton
District
0.67%

Walsall
District
6.82%

Warwickshire
2.20%

Shropshire
0.19%

Sandwell
District
0.80%

Birmingham
District
6.87%

Dudley
District
0.32%

Worcestershire 0.34%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

Staffordshire
County Council

Scale: 1:400000

25

7. Newcastle-under-Lyme

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Newcastle-under-Lyme Town Centre has been defined in Figure 23. The area that is included as the traditional town centre covers approximately 0.20km². Trip attractors to Newcastle-under-Lyme Town Centre include various bars, restaurants and pubs in the town centre, as well as the Roebuck shopping centre and other shops along the high street. There is also a cinema, escape room, laser quest and bowling alley which would attract multiple trips throughout the day on Saturdays.

Figure 23: Newcastle-under-Lyme Town Centre
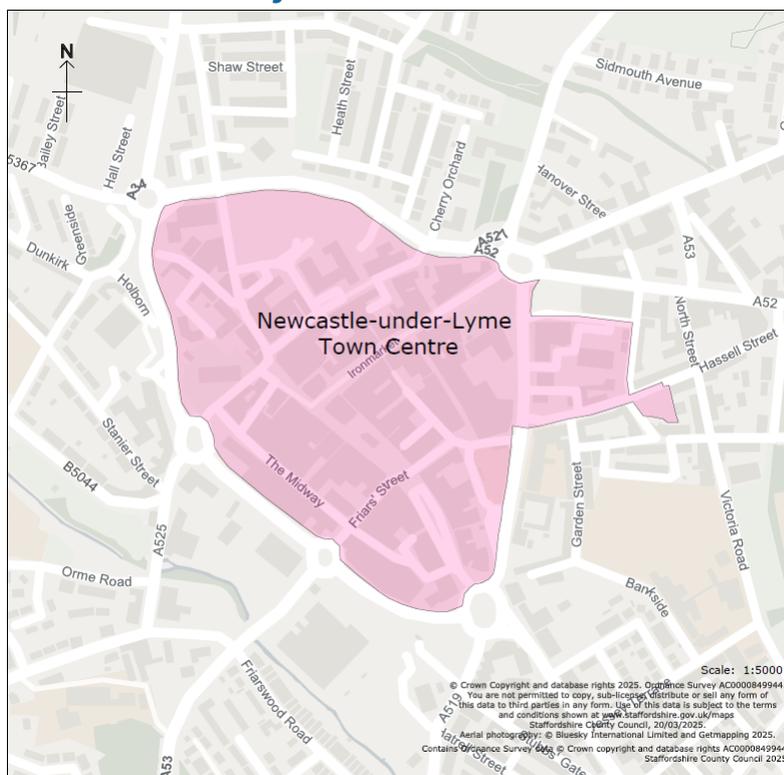
In total 70,079 vehicular trips on Saturdays in 2024 where Newcastle-under-Lyme Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 1,347 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 700,790 vehicular trips that end in Newcastle-under-Lyme Town Centre on Saturdays annually. The most common start hour for trips is 6pm-7pm, with the most common distance being trips between 1-2km and the most common duration of trips being 5-10 minutes.

Figure 24: Trips from local areas to Newcastle-under-Lyme Town Centre

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%

Whitmore 0.20%

Blythe Bridge and Forsbrook 0.26%

Baldwins Gate 0.26%

Meir Heath 0.08%

Blythe Bridge 0.14%

All type 5 areas in Staffordshire 4.21%

Barlaston 0.21%

Scale: 1:125000

Loggerheads 0.20%

Ashley 0.06%

© Crown Copyright and database rights 2025. Ordnance Survey AC0000849944. You are not permitted to copy, sub-license, distribute or sell any form of this data to third parties in any form. Use of this data is subject to the terms and conditions shown at www.staffordshire.gov.uk/maps Staffordshire County Council, 19/11/2025. Aerial photography: © Bluesky International Limited and Getmapping 2025. Contains Ordnance Survey data © Crown copyright and database rights AC0000849944 Staffordshire County Council 2025

Legend:

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
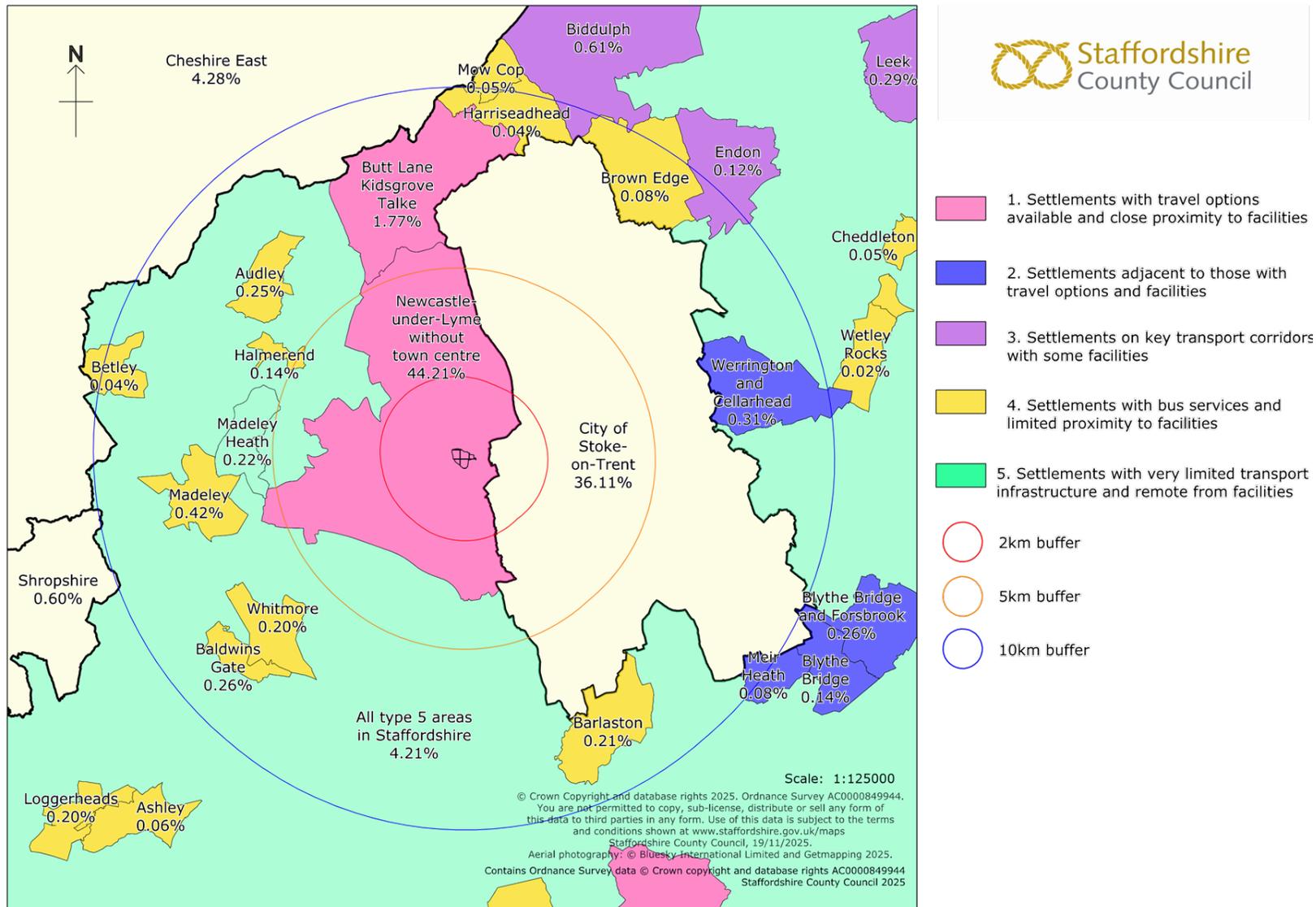
2km buffer

5km buffer

10km buffer

Figure 24 shows trips from the local area into Newcastle-under-Lyme Town Centre. It shows that 44.21% of trips start in the Newcastle-under-Lyme region. This is closely followed by 36.11% of journeys that originate in the City of Stoke-on-Trent. From Figure 24 it is also apparent how the type 2/3 and 4 settlements around Newcastle-under-Lyme contribute to trips into the town centre.
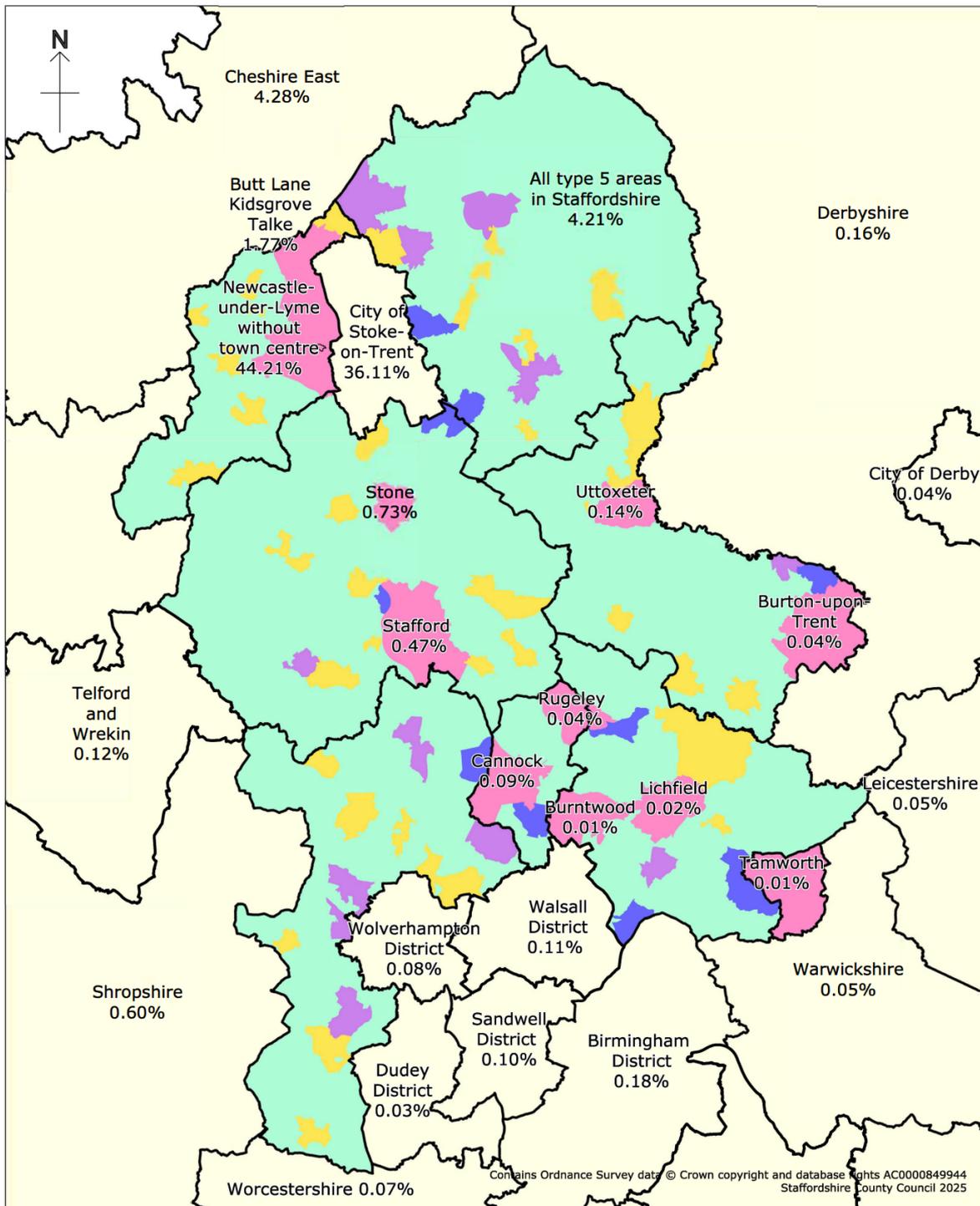
In support of this, the top 10 origin points can be seen in Figure 25. It shows that over 80% of trips to Newcastle-under-Lyme Town Centre originate from Newcastle-under-Lyme region and the City of Stoke-on-Trent combined. Figure 25 also shows that 4.28% of trips come from Chesire East, showing how Newcastle- under-Lyme attracts trips from outside the county.

Figure 25: Top 10 origin regions to Newcastle-under-Lyme
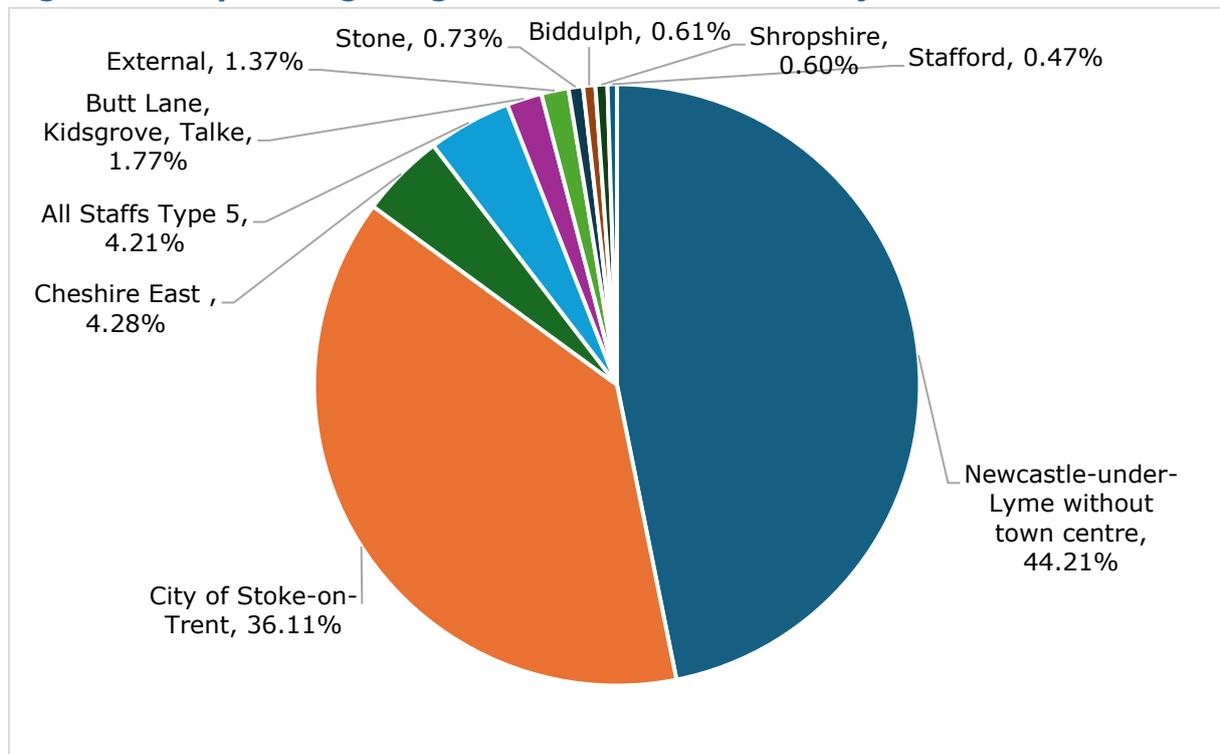
On a wider scale, Figure 26 shows trips from Staffordshire type 1 settlements along with neighbouring counties. This shows how there is little attraction to Newcastle-under-Lyme Town Centre from the type 1 settlements in the south of Staffordshire.

Figure 26: Wider county trips to Newcastle-under-Lyme Town Centre

Cheshire East
4.28%

Butt Lane
Kidsgrove
Talke
1.77%

All type 5 areas
in Staffordshire
4.21%

Derbyshire
0.16%

Newcastle-
under-Lyme
without
town centre
44.21%

City of
Stoke-
on-Trent
36.11%

City of Derby
0.04%

Stone
0.73%

Uttoxeter
0.14%

Burton-upon-
Trent
0.04%

Stafford
0.47%

Telford
and
Wrekin
0.12%

Rugeley
0.04%

Cannock
0.09%

Lichfield 0.02%

Leicestershire
0.05%

Burntwood
0.01%

Tamworth
0.01%

Walsall
District
0.11%

Wolverhampton
District
0.08%

Warwickshire
0.05%

Shropshire
0.60%

Sandwell
District
0.10%

Birmingham
District
0.18%

Dudey
District
0.03%

Worcestershire 0.07%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

Staffordshire
County Council

© Crown Copyright and database rights 2025. Ordnance Survey AC000084994
You are not permitted to copy, sub-license, distribute or sell any form of
this data to third parties in any form. Use of this data is subject to the terms
and conditions shown at www.staffordshire.gov.uk/maps
Staffordshire County Council, 18/11/2025.
Aerial photography: © Bluesky International Limited and Getmapping 2025.

Scale: 1:400000

29

8. Rugeley

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Rugeley Town Centre has been defined in Figure 27. The area that is included as the traditional town centre covers approximately 0.12km^2. Attraction spots in Rugeley Town Centre include Morrisons Supermarket, restaurants and pubs, and various sizes of shops including Argos and Home Bargains.

Figure 27: Rugeley Town Centre
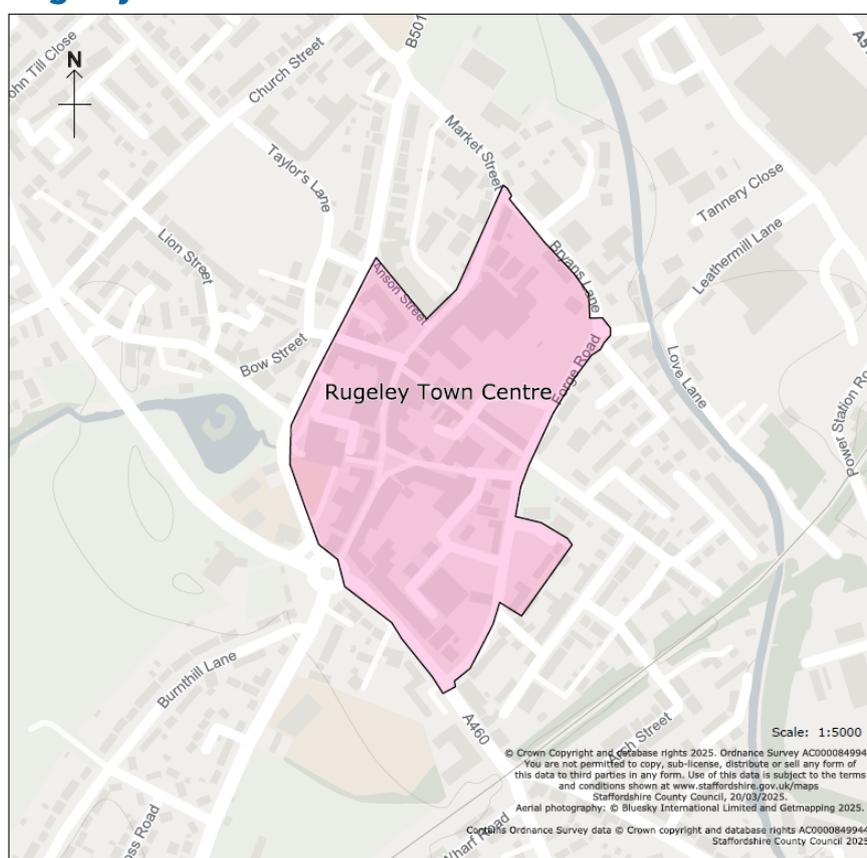
In total 25,531 vehicular trips on Saturdays in 2024 where Rugeley Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to an average of 490 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 255,310 vehicular trips that end in Rugeley Town Centre on Saturdays annually. The most common start hour for trips was between 11am-Midday, with the most common distance being trips between 1-2km and the most common duration of trips being 5-10minutes.

Figure 28: Trips from local areas to Rugeley Town Centre

Weston 0.24%
Hixon 0.78%
Abbots Bromley 0.49%
All type 5 areas in Staffordshire 12.60%
Stafford 3.87%
Great Haywood 0.89%
Little Haywood and Colwich 1.21%
Milford 0.31%
Yoxall 0.12%
Rugeley without Town Centre 44.85%
Kings Bromely 0.22%
Armitage with Handscare 4.33%
Huntington 0.42%
Fradley 0.39%
Cannock 8.42%
Lichfield 3.94%
Burntwood 1.74%
Norton Canes 0.42%
Cheslyn Hay 0.56%
Walsall District 1.89%

Scale: 1:125000
© Crown Copyright and database rights 2025. Ordnance Survey AC0000849944. You are not permitted to copy, sub-license, distribute or sell any form of this data to third parties in any form. Use of this data is subject to the terms and conditions shown at www.staffordshire.gov.uk/maps Staffordshire County Council, 18/11/2025. Aerial photography: © Bluesky International Limited and Getmapping 2025. Contains Ordnance Survey data © Crown copyright and database rights AC0000849944 Staffordshire County Council 2025

Staffordshire County Council

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

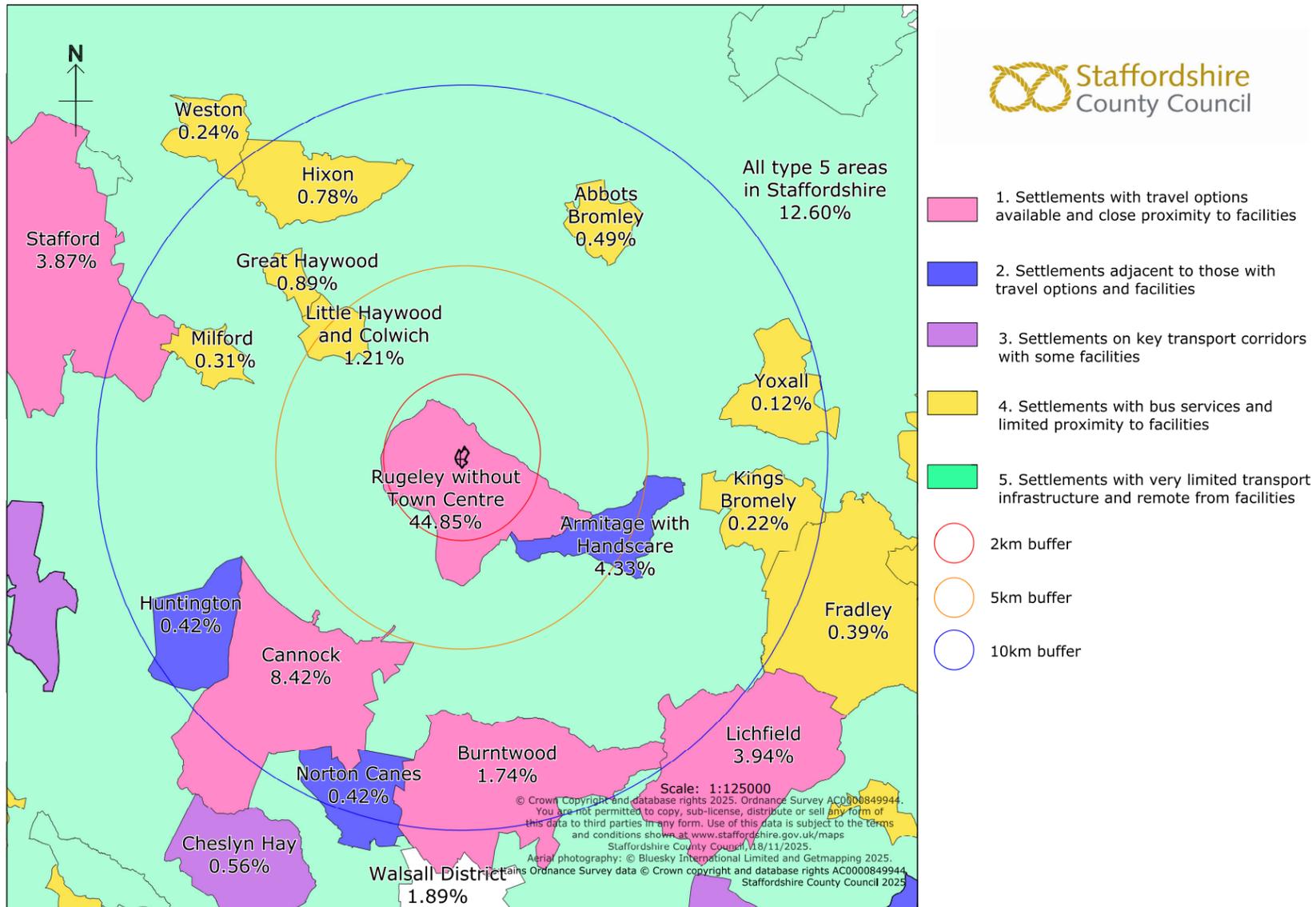2km buffer
5km buffer
10km buffer

Figure 28 shows trips from the local area to Rugeley Town Centre. It shows that 44.58% of all trips into Rugeley Town Centre on a Saturday start within the Rugeley region. After this, 12.6% of trips come from the Staffordshire type 5 settlements, which include hamlets and villages that have very limited transport infrastructure and are remote from facilities. Cannock then contributes to 8.42% of trips.
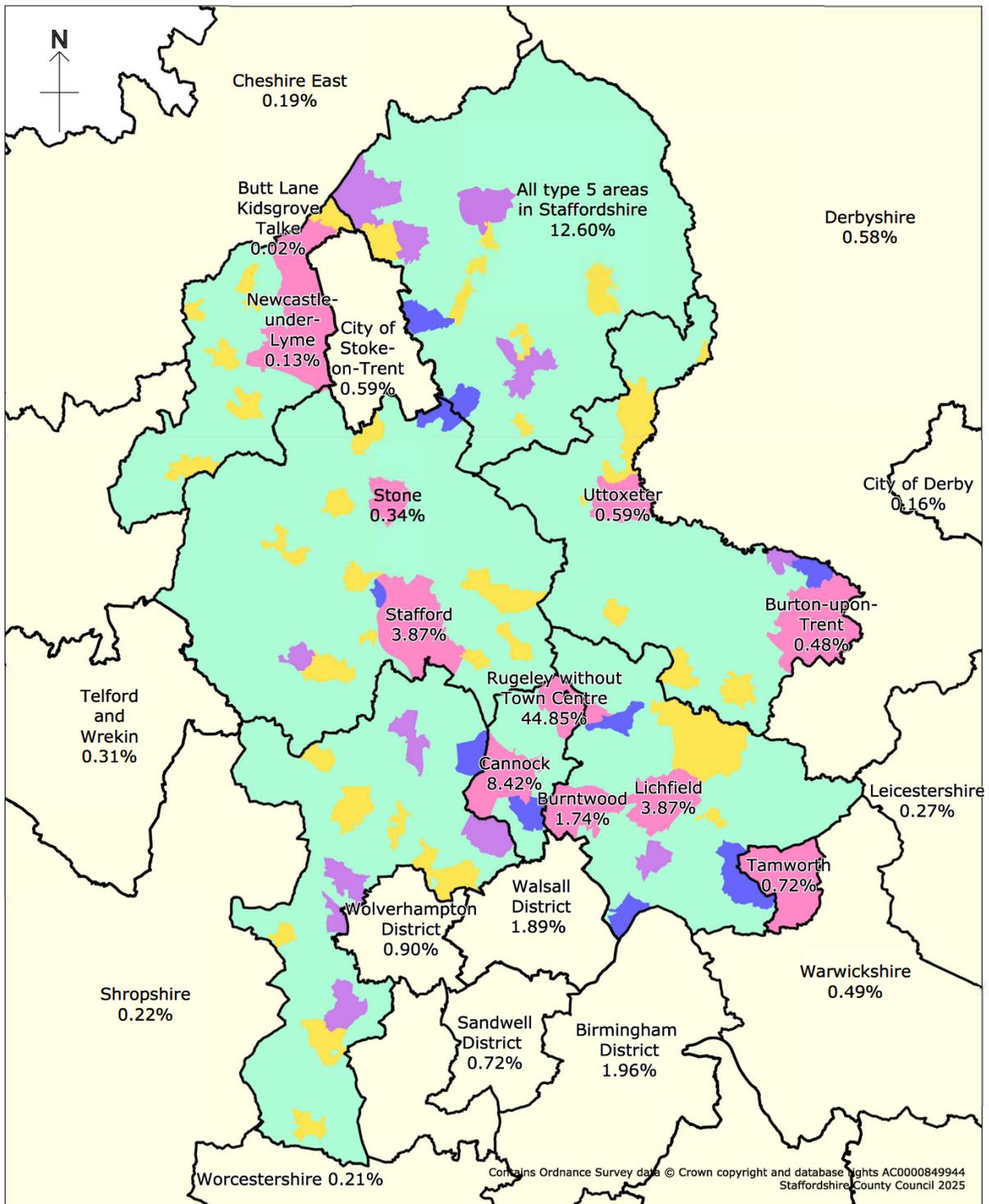
In support of this, the top 10 origin points can be seen in Figure 29. It is interesting to note the feature of Birmingham and Walsall Districts. This suggests that due to the location of Rugeley it is attracting trips outside of Staffordshire.

Figure 29: Top 10 origin regions to Rugeley Town Centre
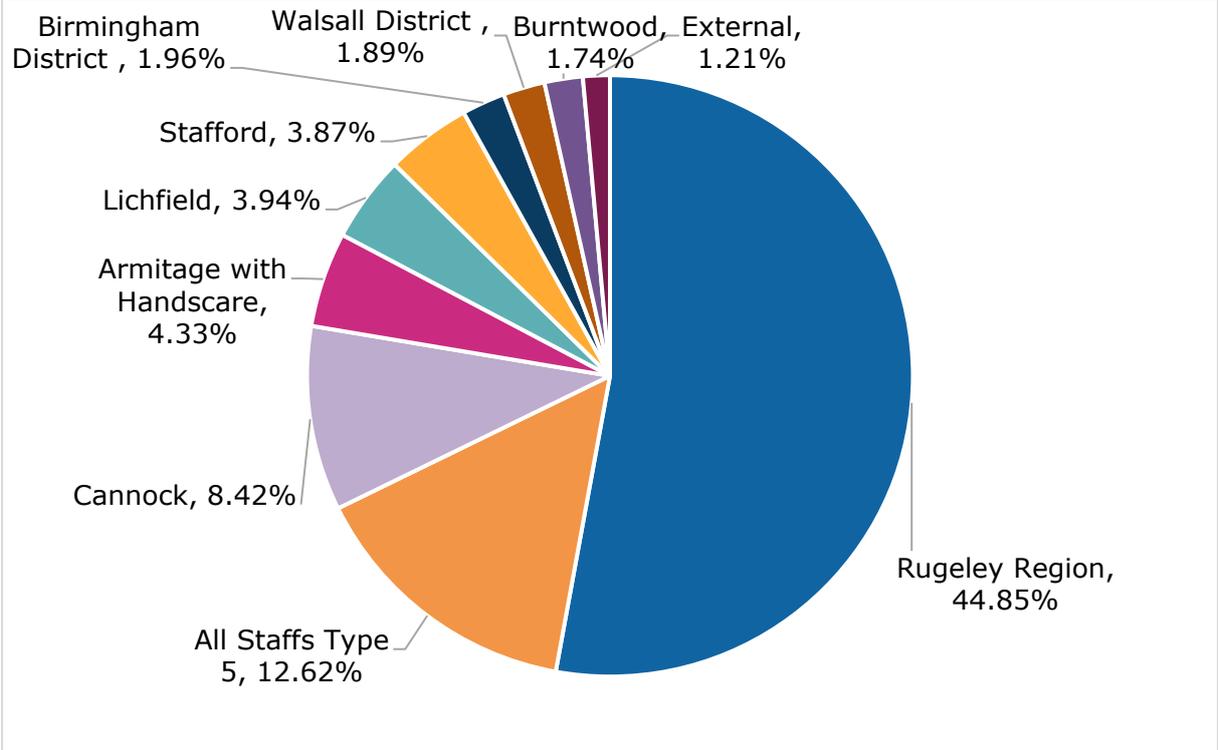
On a wider scale, Figure 30 shows trips from Staffordshire type 1 settlements along with neighbouring counties. This shows how many of the trips into Rugeley originate in Staffordshire itself rather than external counties.

Figure 30: Wider county trips to Rugeley Town Centre

N

Cheshire East
0.19%

Butt Lane
Kidsgrove
Talke
0.02%

All type 5 areas
in Staffordshire
12.60%

Derbyshire
0.58%

Newcastle-
under-
Lyme
0.13%

City of
Stoke-
on-Trent
0.59%

City of Derby
0.16%

Stone
0.34%

Uttoxeter
0.59%

Stafford
3.87%

Burton-upon-
Trent
0.48%

Rugeley without
Town Centre
44.85%

Telford
and
Wrekin
0.31%

Cannock
8.42%

Burntwood
1.74%

Lichfield
3.87%

Leicestershire
0.27%

Tamworth
0.72%

Wolverhampton
District
0.90%

Walsall
District
1.89%

Warwickshire
0.49%

Shropshire
0.22%

Sandwell
District
0.72%

Birmingham
District
1.96%

Worcestershire 0.21%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

Staffordshire
County Council

Scale: 1:400000

9. Stafford

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Stafford Town Centre has been defined in Figure 31. The area that is included as the traditional town centre covers approximately 0.71km^2. Trip attractors in Stafford Town Centre include the Riverside retail park which includes shops such as M&S and Primark, bars and restaurants, as well as a bowling alley and cinema. Included on the periphery of the town centre, Tesco, Sainsbury's and ASDA supermarkets also attract trips.

Figure 31: Stafford Town Centre
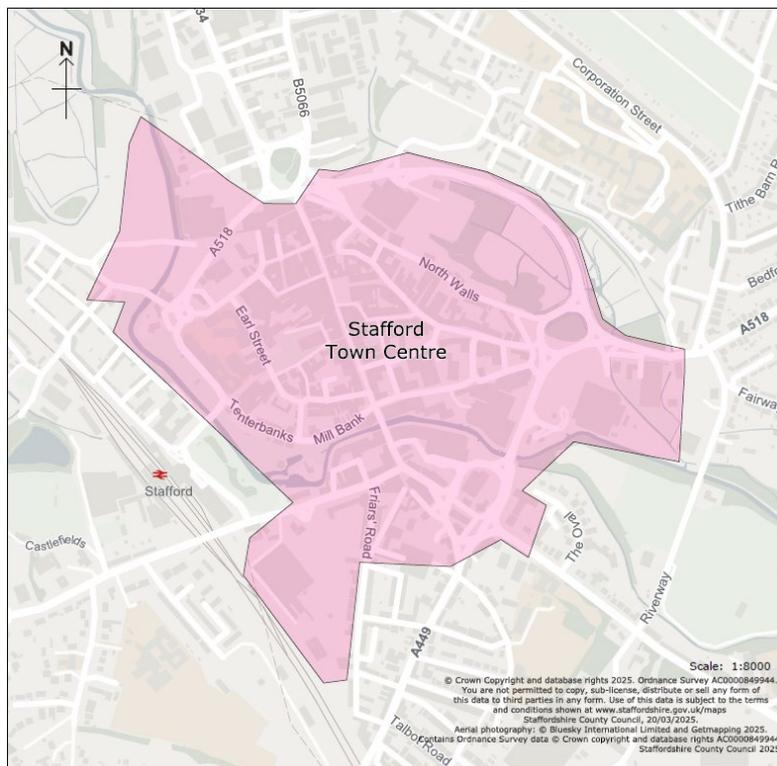
In total 191,200 vehicular trips on Saturdays in 2024 where Stafford Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to an average of 3,677 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 1,912,000 vehicular trips that end in Stafford Town Centre on Saturdays annually. The most common start hour for trips was between 11am-Midday, with the most common distance being trips between 2-3km and the most common duration of trips being 5-10 minutes.

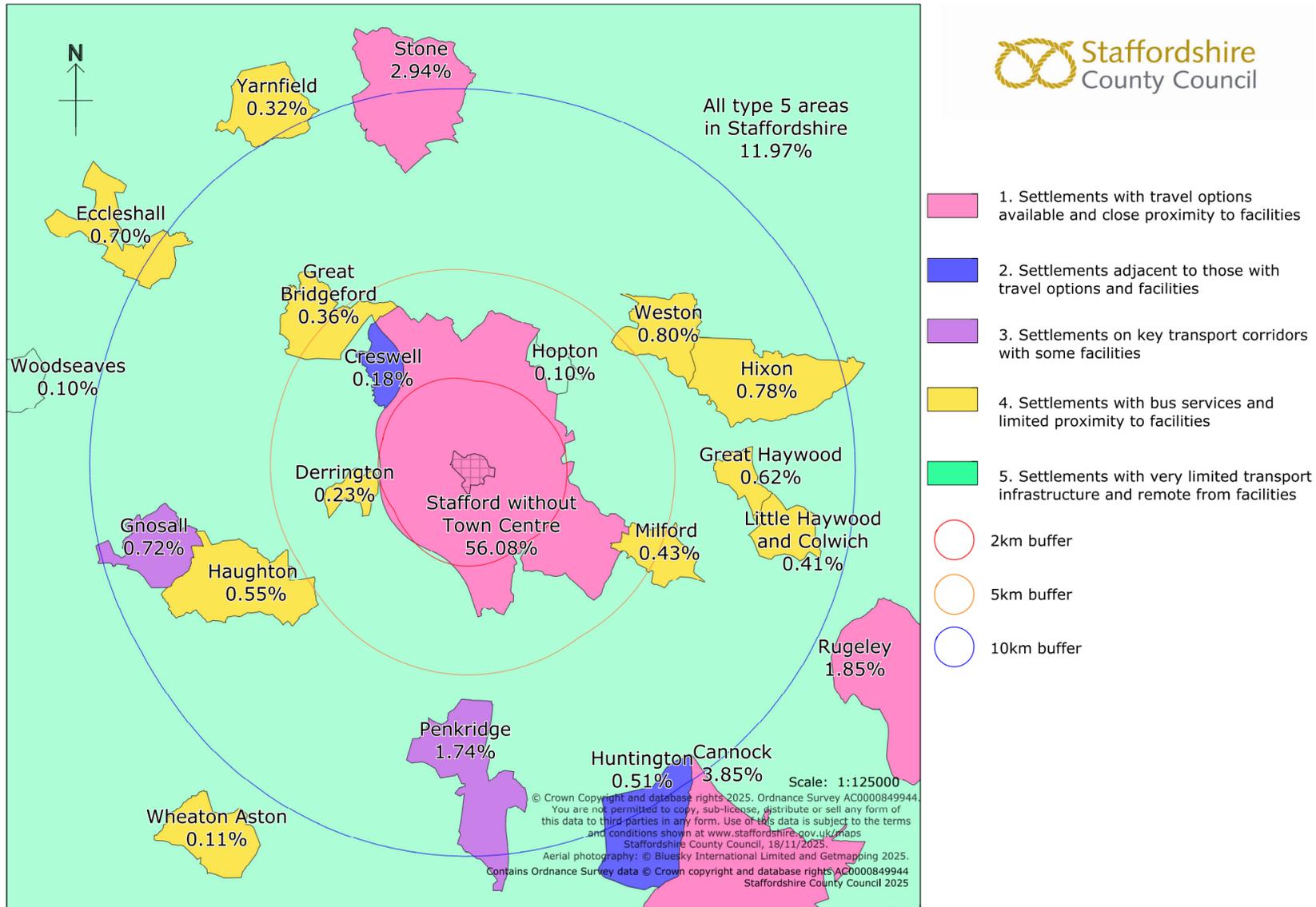## Figure 32: Trips from local areas to Stafford Town Centre

Figure 32: Trips from local areas to Stafford Town Centre

N

Stone
2.94%

Yarnfield
0.32%

All type 5 areas
in Staffordshire
11.97%

Eccleshall
0.70%

Great
Bridgeford
0.36%

Weston
0.80%

Creswell
0.18%

Hopton
0.10%

Hixon
0.78%

Woodseaves
0.10%

Derrington
0.23%

Great Haywood
0.62%

Stafford without
Town Centre
56.08%

Milford
0.43%

Little Haywood
and Colwich
0.41%

Gnosall
0.72%

Haughton
0.55%

Rugeley
1.85%

Penkridge
1.74%

Huntington
0.51%

Cannock
3.85%

Wheaton Aston
0.11%

Scale: 1:125000

Staffordshire
County Council

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

2km buffer

5km buffer

10km buffer

© Crown Copyright and database rights 2025. Ordnance Survey AC0000849944.
You are not permitted to copy, sub-license, distribute or sell any form of
this data to third parties in any form. Use of this data is subject to the terms
and conditions shown at www.staffordshire.gov.uk/maps
Staffordshire County Council, 18/11/2025.
Aerial photography: © Bluesky International Limited and Getmapping 2025.
Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

Figure 32 shows trips from the local area to Stafford Town Centre. It shows that 56.08% of all trips into Stafford Town Centre on a Saturday start within the Stafford region. After this, 11.97% of trips come from the Staffordshire type 5 settlements, which include hamlets and villages that have very limited transport infrastructure and are remote from facilities. Following this there are then 3.85% of trips starting from Cannock.
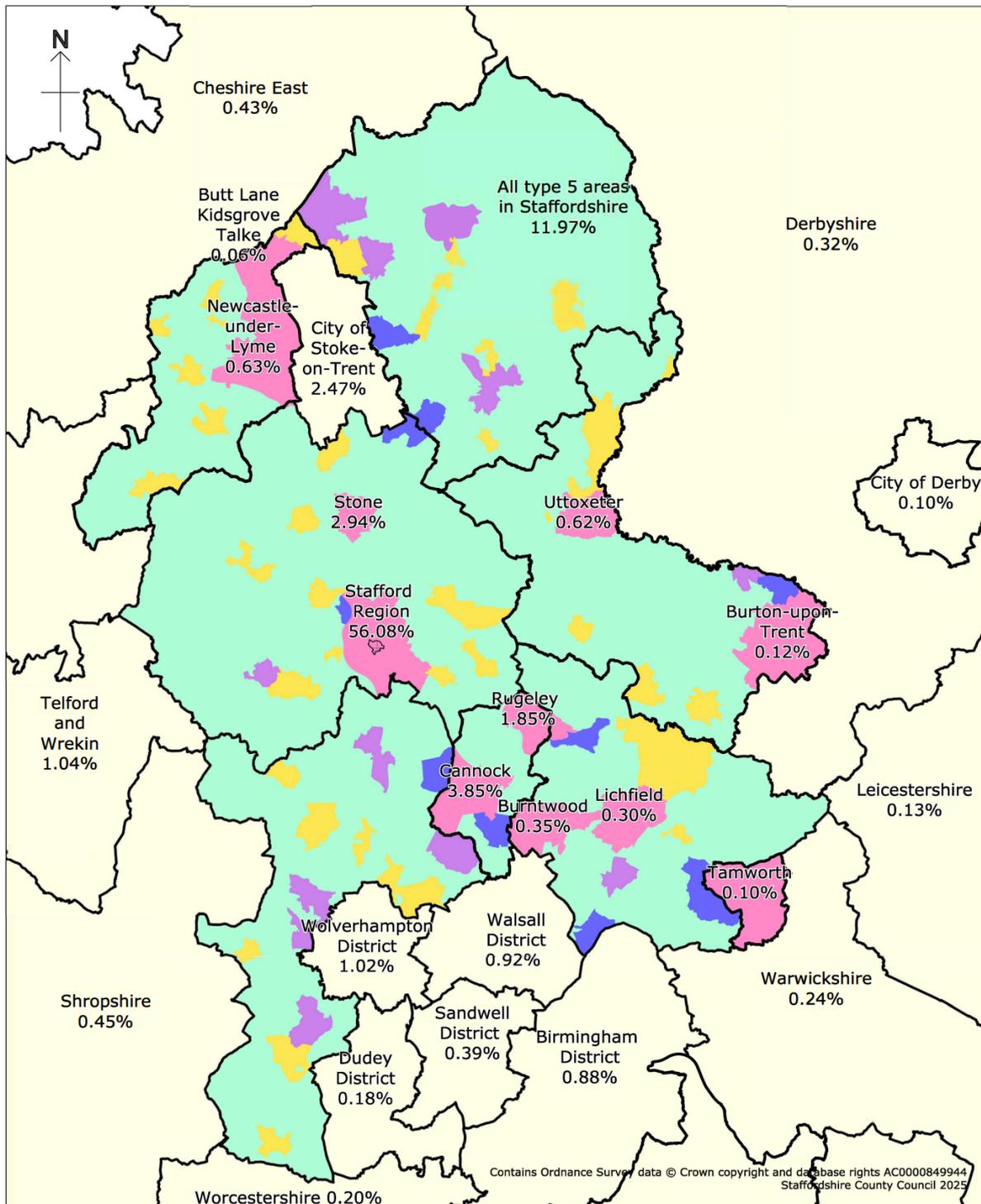
In support to this, the top 10 origin points can be seen in Figure 33. It shows over half the number of trips into the Stafford Town Centre region are from the region of Stafford itself. This could be due to the attractors mentioned above.

Figure 33: Top 10 origin regions to Stafford Town Centre
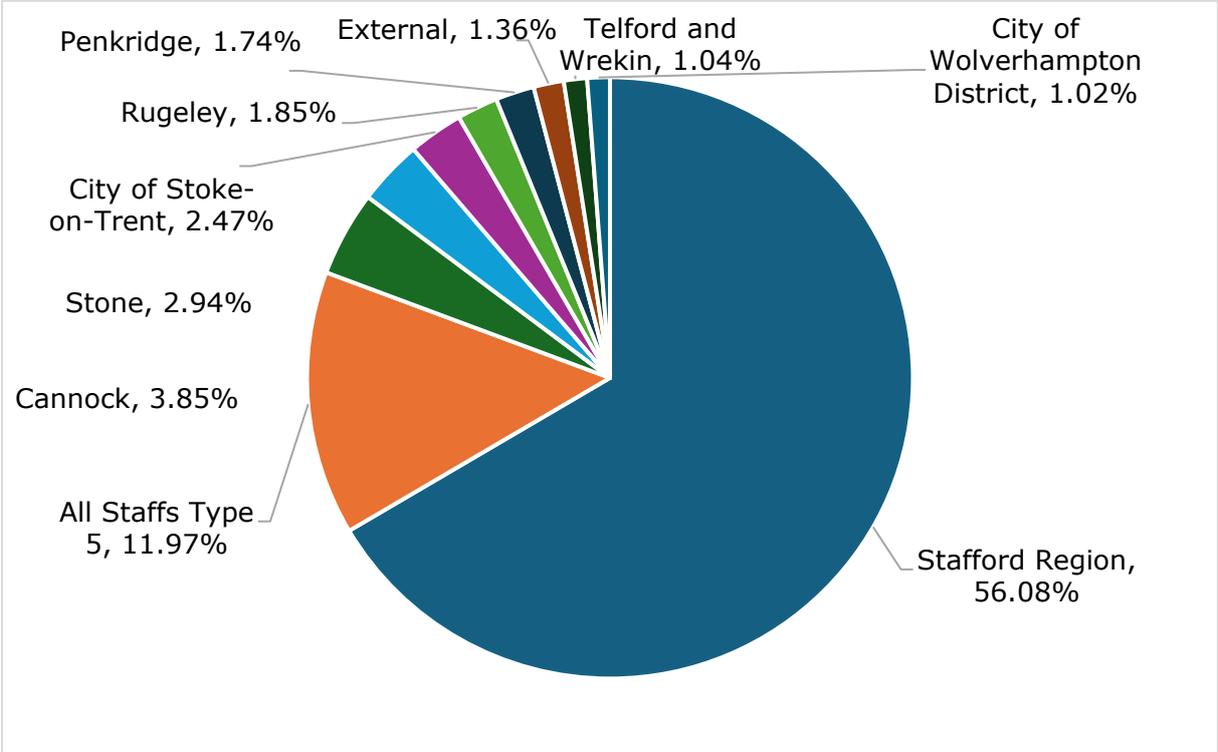
On a wider scale, Figure 34 shows trips from Staffordshire type 1 settlements along with neighbouring counties.

Figure 34: Wider county trips to Stafford Town Centre

Cheshire East 0.43%

Butt Lane Kidsgrove Talke 0.06%

Newcastle-under-Lyme 0.63%

City of Stoke-on-Trent 2.47%

All type 5 areas in Staffordshire 11.97%

Derbyshire 0.32%

City of Derby 0.10%

Stone 2.94%

Uttoxeter 0.62%

Stafford Region 56.08%

Burton-upon-Trent 0.12%

Telford and Wrekin 1.04%

Rugeley 1.85%

Leicestershire 0.13%

Cannock 3.85%

Burntwood 0.35%

Lichfield 0.30%

Tamworth 0.10%

Shropshire 0.45%

Wolverhampton District 1.02%

Walsall District 0.92%

Warwickshire 0.24%

Sandwell District 0.39%

Birmingham District 0.88%

Dudey District 0.18%

Worcestershire 0.20%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

Staffordshire County Council

© Crown Copyright and database rights 2025. Ordnance Survey AC000084994
You are not permitted to copy, sub-license, distribute or sell any form of
this data to third parties in any form. Use of this data is subject to the terms
and conditions shown at www.staffordshire.gov.uk/maps
Staffordshire County Council, 18/11/2025.
Aerial photography: © Bluesky International Limited and Getmapping 2025.

Scale: 1:400000

10. Stone

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Stone Town Centre has been defined in Figure 35. The area that is included as the traditional town centre covers approximately 0.08km^2. Trip attractors to Stone Town Centre include a high street which has various shops, restaurants and bars.

Figure 35: Stone Town Centre
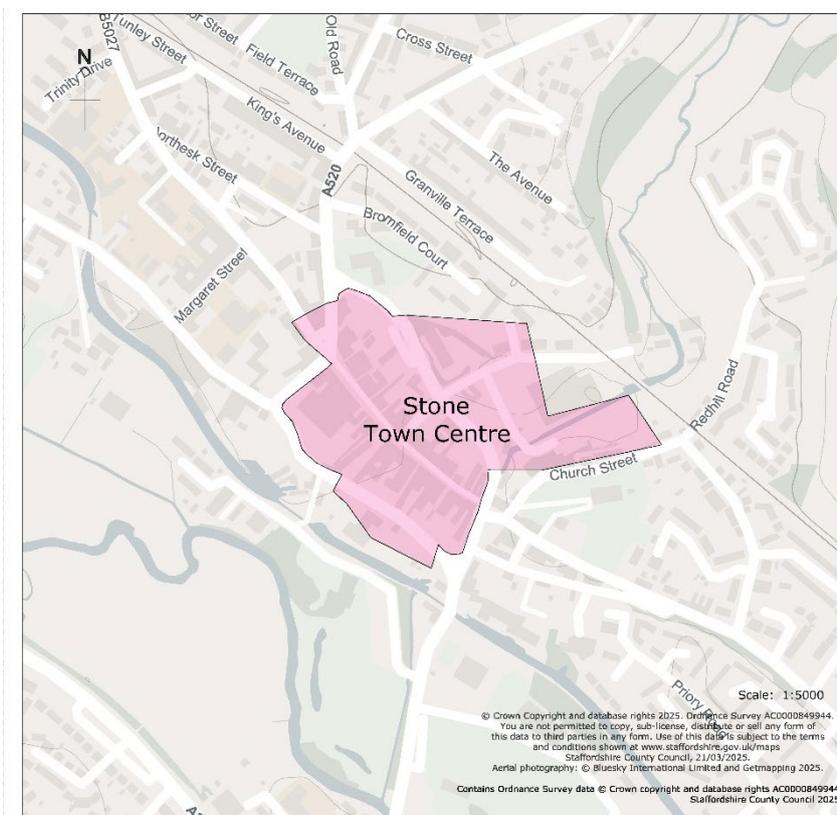
In total 25,570 vehicular trips on Saturdays in 2024 where Stone Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 491 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 255,700 vehicular trips that end in Stone Town Centre on Saturdays annually. The most common start hour for trips is 11-12pm, with the most common distance being trips between 1-2km and the most common duration of trips being 5-10 minutes.

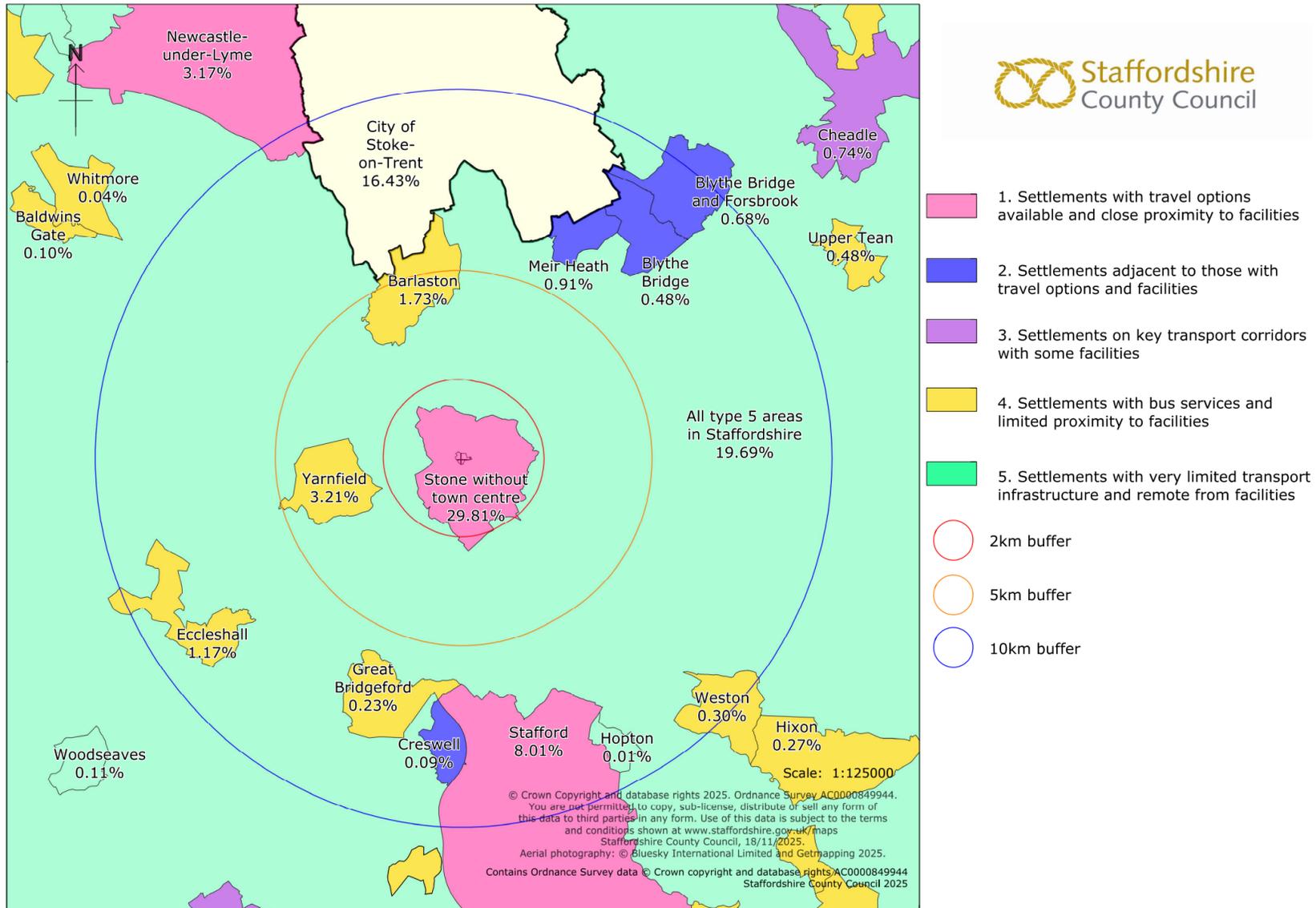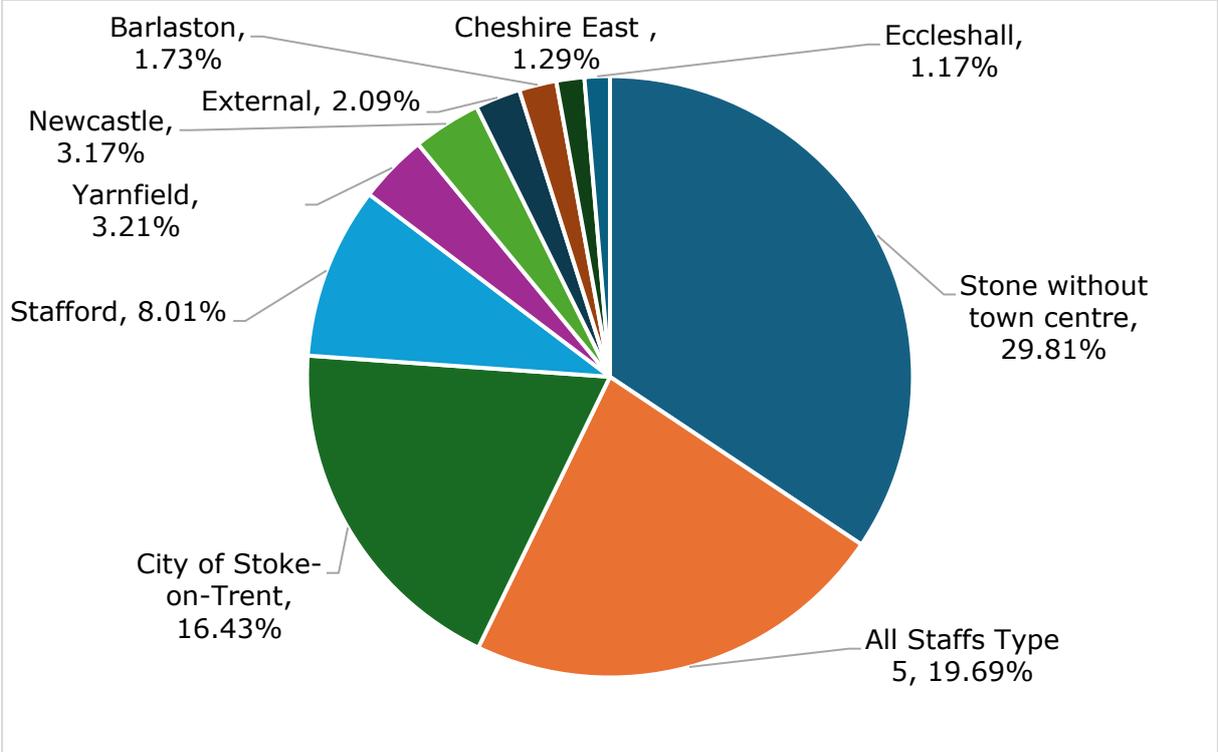## Figure 36: Local trips to Stone Town Centre

Newcastle-under-Lyme 3.17%

City of Stoke-on-Trent 16.43%

Cheadle 0.74%

Whitmore 0.04%

Baldwins Gate 0.10%

Blythe Bridge and Forsbrook 0.68%

Upper Tean 0.48%

Barlaston 1.73%

Meir Heath 0.91%

Blythe Bridge 0.48%

All type 5 areas in Staffordshire 19.69%

Yarnfield 3.21%

Stone without town centre 29.81%

Eccleshall 1.17%

Great Bridgeford 0.23%

Weston 0.30%

Hixon 0.27%

Woodseaves 0.11%

Creswell 0.09%

Stafford 8.01%

Hopton 0.01%

Scale: 1:125000

Staffordshire County Council

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

2km buffer

5km buffer

10km buffer

© Crown Copyright and database rights 2025. Ordnance Survey AC0000849944. You are not permitted to copy, sub-license, distribute or sell any form of this data to third parties in any form. Use of this data is subject to the terms and conditions shown at www.staffordshire.gov.uk/maps Staffordshire County Council, 18/11/2025. Aerial photography: © Bluesky International Limited and Getmapping 2025.

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944 Staffordshire County Council 2025

39

Figure 36 shows trips from the local area into Stone Town Centre. It shows that one third of the trips originate from the Stone region. The location of Stone means it attracts 16.43% of trips from the City of Stoke-on-Trent in the North and 8.01% of trips from Stafford in the South.

Figure 37: Top 10 origin points for trips into Stone Town Centre

In support of this, the top 10 origin points can be seen in Figure 37. This shows how one fifth of all trips into Stone Town Centre originate in the wider type 5 settlement areas. This will be due to the centrality of Stone Town Centre within the county of Staffordshire. Other Type 4 settlements such as Yarnfield, Barlaston and Eccleshall also feature in the top 10 which shows reliance on the Stone from the smaller surrounding settlements.

On a wider scale, Figure 38 shows trips from Staffordshire's type 1 settlements along with neighbouring counties. This wider plan does show that apart from Newcastle-under-Lyme and Stafford, Stone does not draw a very large proportion from other type 1 settlements.

Figure 38: Wider county trips to Stone Town Centre

Figure 38: Wider county trips to Stone Town Centre

N

Cheshire East
1.29%

All type 5 areas in Staffordshire
19.69%

Derbyshire
0.63%

Butt Lane
Kidsgrove
Talke
0.35%

Newcastle-under-Lyme
3.17%

City of Stoke-on-Trent
16.43%

City of Derby
0.16%

Stone without Town Centre
29.81%

Uttoxeter
0.70%

Burton-upon-Trent
0.07%

Stafford
8.01%

Telford and Wrekin
0.47%

Rugeley
0.48%

Leicestershire
0.17%

Cannock
0.45%

Lichfield
0.17%

Burntwood
0.13%

Tamworth
0.04%

Wolverhampton District
0.28%

Walsall District
0.45%

Warwickshire
0.21%

Shropshire
0.68%

Sandwell District
0.18%

Birmingham District
0.40%

Dudley District
0.12%

Contains Ordnance Survey data © Crown copyright and database rights AC000084994 Staffordshire County Council 2015

Worcestershire 0.14%

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

Staffordshire County Council

Scale: 1:400000

11. Tamworth

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements, 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. For this analysis Tamworth Town Centre has been defined in Figure 39. The area that is included as the traditional town centre covers approximately 0.26km^2. Trip attractors to the town centre include the Ankerside shopping centre and other shops along the highstreets. Tamworth also has several restaurants, pubs and bars along with a couple of nightclubs that attract visitors in the evening time as well as the cinema. There is also a possibility that the town centre is visited by those visiting the Castle, Snowdome and Ventura Retail Park that all fall outside of the town centre boundary shown in figure 39.

Figure 39: Tamworth Town Centre
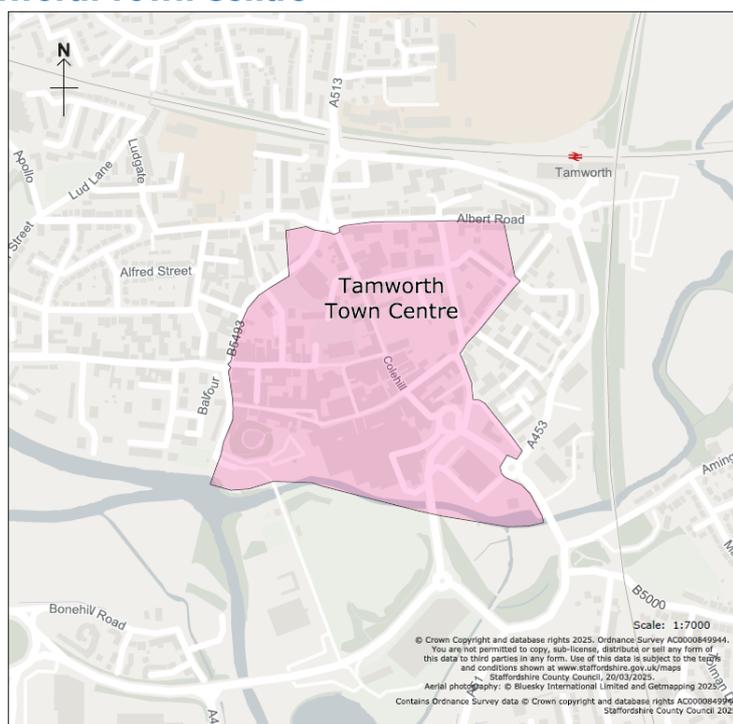
In total 75,080 vehicular trips on Saturdays in 2024 where Tamworth Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 1,443 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 750,800 vehicular trips that end in Tamworth Town Centre on Saturdays annually. The most common start hour for trips is 12-1pm, with the most common distance being trips between 2-3km and the most common duration of trips being 5-10 minutes.

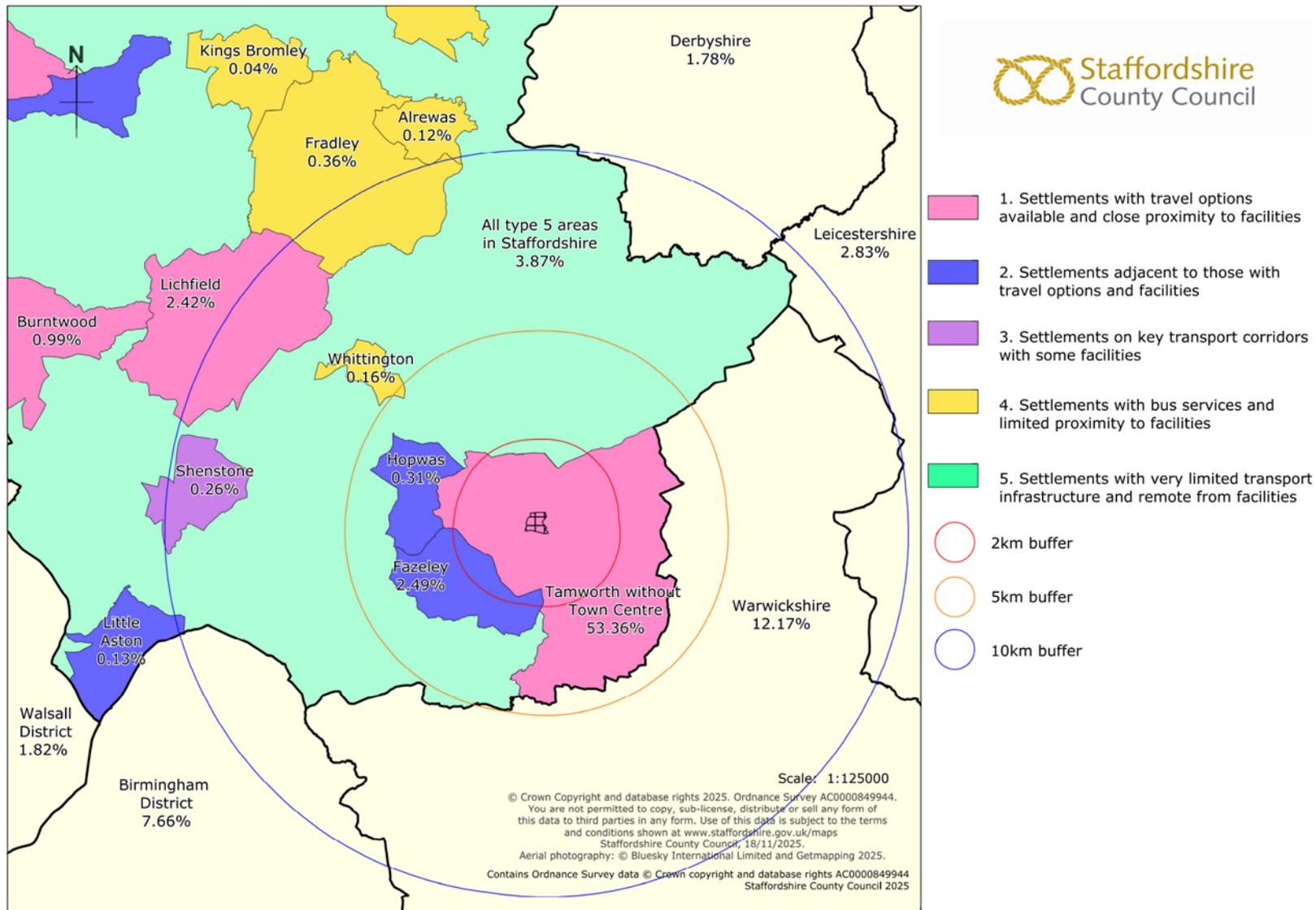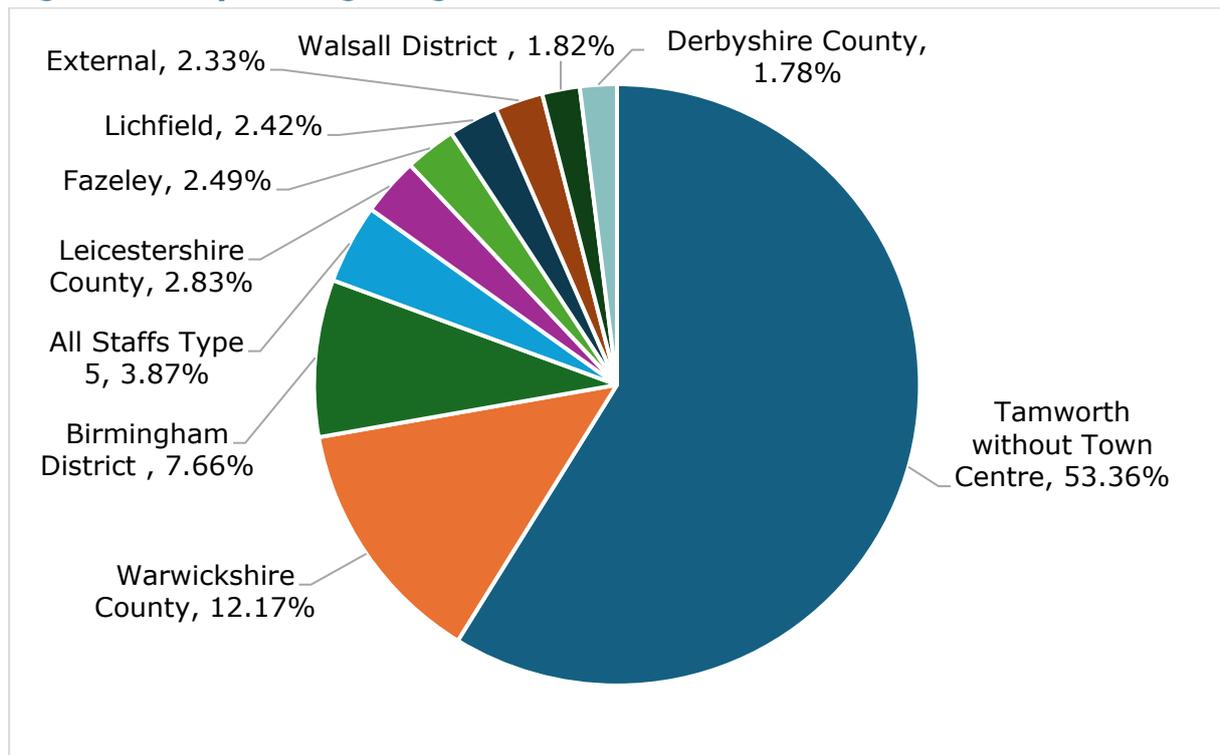**Figure 40: Local trips to Tamworth Town Centre**

Figure 40 shows trips from the local area into Tamworth Town Centre on a Saturday. The main observation from the map is that the region of Tamworth (without the town centre) attracts over 56% of all trips into the town centre, showing its popularity with local people. Tamworth Town Centre also attracts a number of trips from outside the county. Warwickshire, Walsall, Birmingham, Leicestershire and Derbyshire total over one quarter of trips into the town centre on Saturdays.

Figure 41: Top 10 origin regions to Tamworth Town Centre

In support of what can be seen in Figure 40, Figure 41 shows the top 10 settlements that trips to Tamworth Town Centre originate from. Figure 41 highlights how Tamworth Town Centre attracts trips largely just from other Type 1 settlements or counties around Staffordshire.

On a wider scale Figure 42 shows trips into Tamworth Town Centre on a countywide view as well as showing trips from the neighbouring counties.

Figure 42: Wider county trips to Tamworth Town Centre

Cheshire East
0.09%

Butt Lane
Kidsgrove
Talke
0.00%

All type 5 areas
in Staffordshire
3.87%

Derbyshire
1.78%

Newcastle-
under-
Lyme
0.05%

City of
Stoke-
on-Trent
0.13%

City of Derby
0.34%

Stone
0.01%

Uttoxeter
0.03%

Burton-upon-
Trent
0.69%

Stafford
0.15%

Telford
and
Wrekin
0.18%

Rugeley
0.31%

Cannock
0.60%

Lichfield
2.42%

Leicestershire
2.83%

Burntwood
0.99%

Tamworth without
Town Centre
53.36%

Wolverhampton
District
0.37%

Walsall
District
1.82%

Warwickshire
12.17%

Shropshire
0.11%

Sandwell
District
0.72%

Birmingham
District
7.66%

Dudley
District
0.28%

Worcestershire 0.45%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944
Staffordshire County Council 2025

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

Staffordshire
County Council

Scale: 1:400000

12. Uttoxeter

TomTom analysis has been conducted to determine where vehicular journeys start and end. Using the CAST settlements (Capability to achieve sustainable 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. For this analysis Uttoxeter Town Centre has been defined in Figure 43. The area that is included as the traditional town centre covers approximately 0.10km^2. Trip attractors to the town centre include shops on the high street as well as ASDA supermarket. There are also numerous bars, pubs and restaurants.

Figure 43: Uttoxeter Town Centre
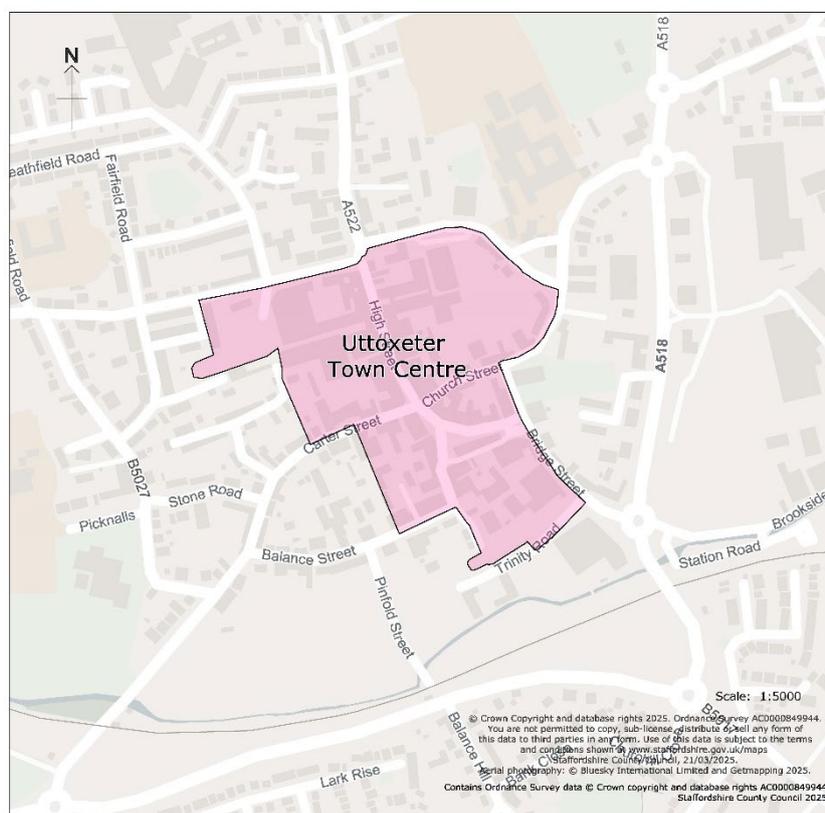
In total 18,750 vehicular trips on Saturdays in 2024 where Uttoxeter Town Centre was the destination were recorded. These trips covered a 24-hour period. This equates to 360 trips every Saturday. As TomTom is only an approximate sample of 10% of all trips on the network, it can be estimated that there are 187,500 vehicular trips that end in Uttoxeter Town Centre on Saturdays annually. The most common start hour for trips is 11-12pm, with the most common distance being trips between 1-2km and the most common duration of trips being 5-10 minutes.

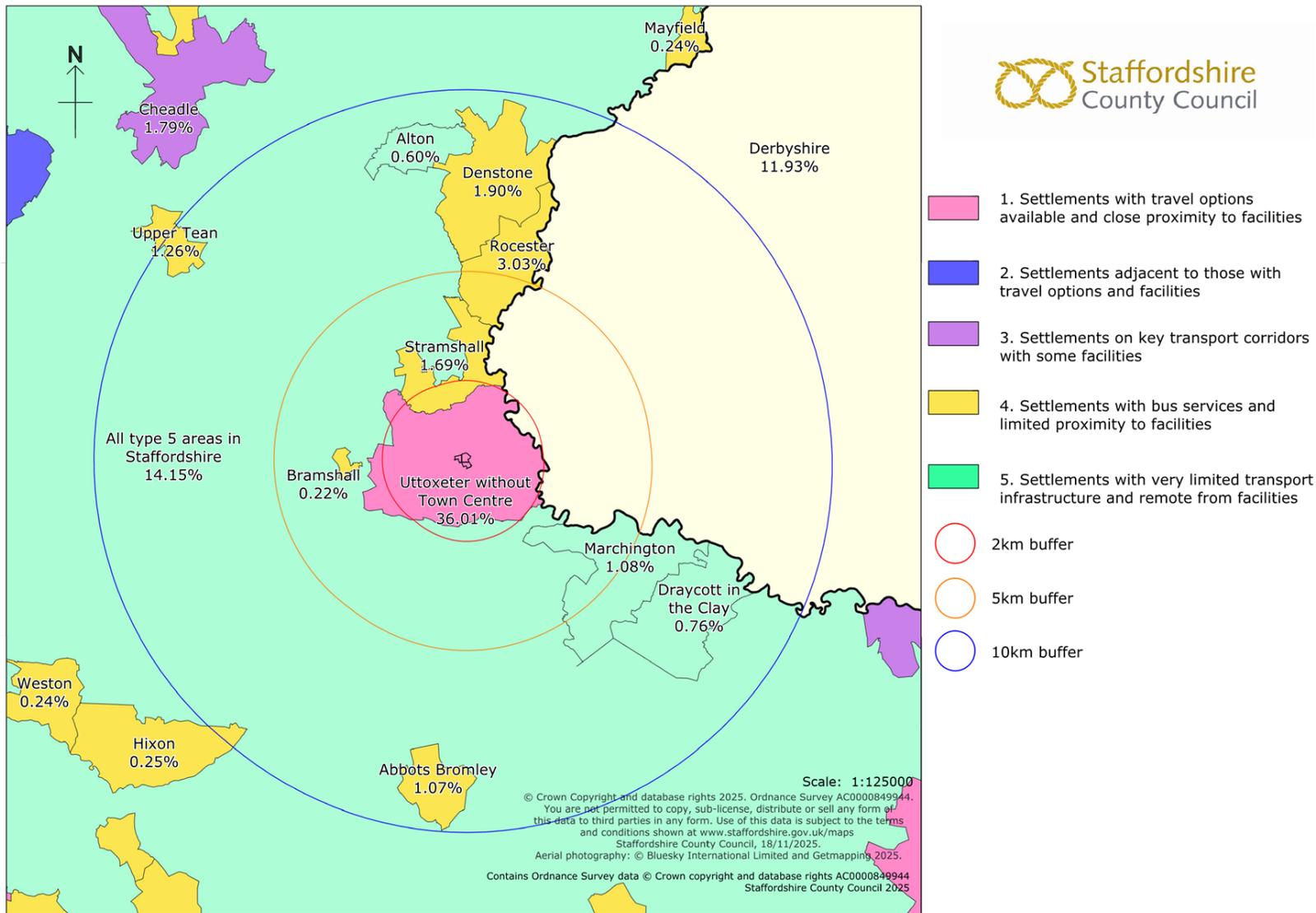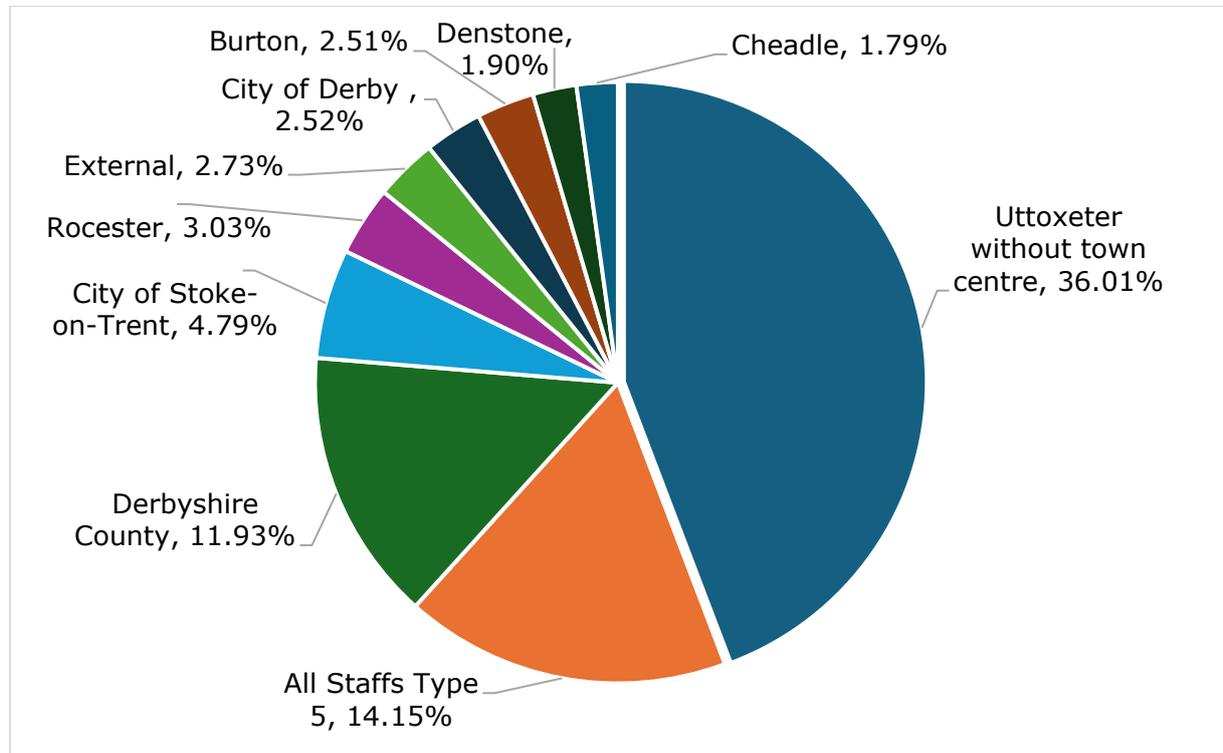## Figure 44: Local trips to Uttoxeter Town Centre

Figure 44 shows trips from the local area into Uttoxeter Town Centre on a Saturday. It shows that 36% of trips into the town centre come from Uttoxeter region, which will be locals visiting the town centre for its amenities. Figure 44 also shows the attraction from type 4 and 5 settlements in the area such as Rocester which attracts 3.03% of trips and Marchington with 1.08% of trip origins.
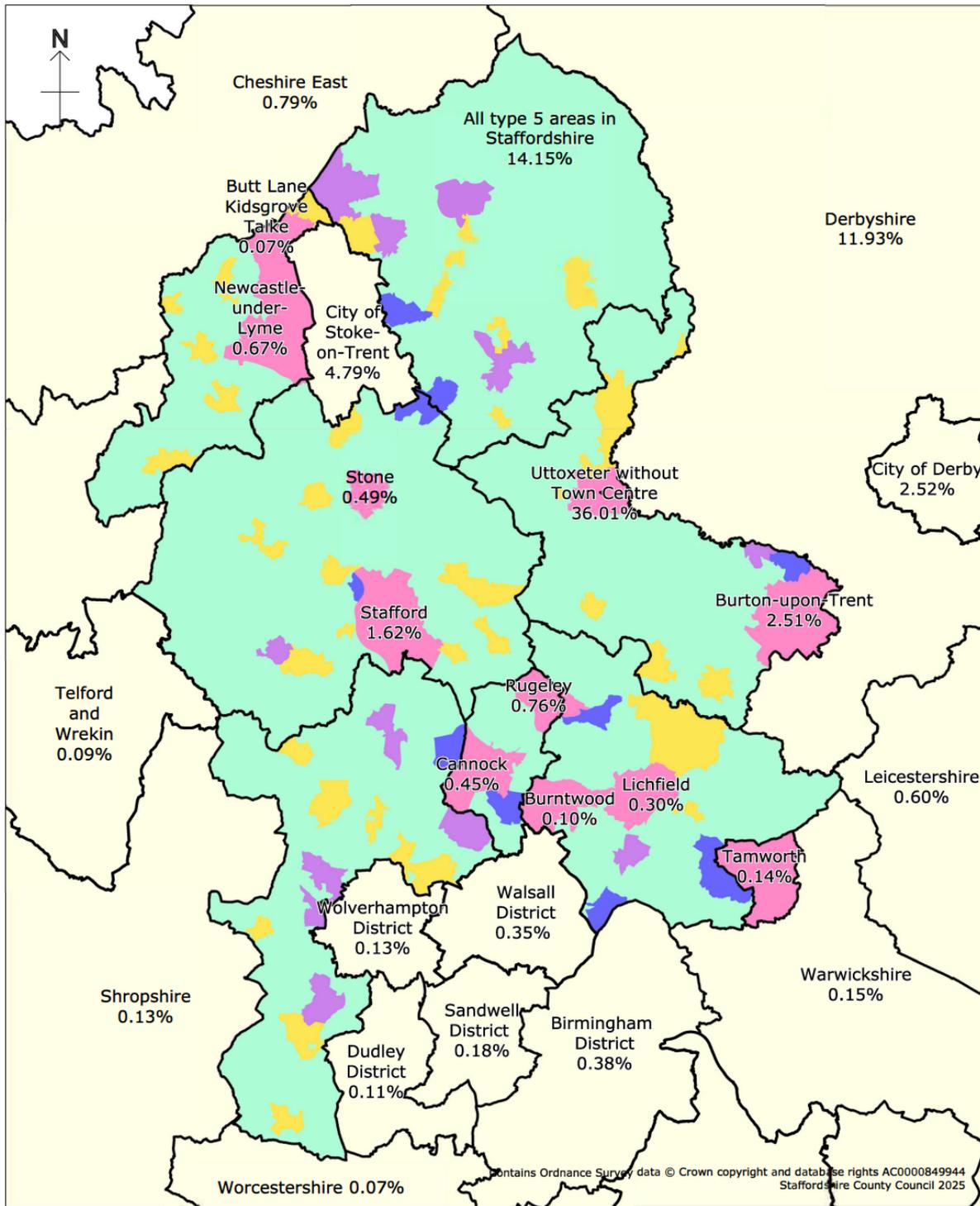
Figure 45: Top 10 origin regions to Uttoxeter Town Centre

In support of what can be seen in Figure 44, Figure 45 shows the top 10 settlements that trips to Uttoxeter Town Centre originate from. Figure 45 highlights that Uttoxeter Town Centre has a 14.15% pull from all of the Type 5 areas without defined settlements (this is shown by the green area in Figure 46). Figure 45 also shows that due to the location of Uttoxeter, 11.93% of trips originate from the county of Derbyshire, with a further 2.52% of trips originating from the City of Derby. The 2.72% of external trips cover all other UK areas not identified in Figure 46.

On a wider scale Figure 46 shows trips from Staffordshire's type 1 settlements along with neighbouring counties. This map highlights the pull from the East, with locations such as the City of Stoke-on-Trent, Derbyshire and the other type 5 areas in Staffordshire making up most of the trips.

Figure 46: Wider county trips to Uttoxeter Town Centre

Cheshire East 0.79%

All type 5 areas in Staffordshire 14.15%

Derbyshire 11.93%

Butt Lane Kidsgrove Talke 0.07%

Newcastle-under-Lyme 0.67%

City of Stoke-on-Trent 4.79%

Uttoxeter without Town Centre 36.01%

City of Derby 2.52%

Stone 0.49%

Telford and Wrekin 0.09%

Stafford 1.62%

Burton-upon-Trent 2.51%

Rugeley 0.76%

Cannock 0.45%

Burntwood 0.10%

Lichfield 0.30%

Leicestershire 0.60%

Tamworth 0.14%

Wolverhampton District 0.13%

Walsall District 0.35%

Shropshire 0.13%

Sandwell District 0.18%

Birmingham District 0.38%

Warwickshire 0.15%

Dudley District 0.11%

Worcestershire 0.07%

Contains Ordnance Survey data © Crown copyright and database rights AC0000849944 Staffordshire County Council 2025

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

Staffordshire County Council

© Crown Copyright and database rights 2025. Ordnance Survey AC000084994. You are not permitted to copy, sub-license, distribute or sell any form of this data to third parties in any form. Use of this data is subject to the terms and conditions shown at www.staffordshire.gov.uk/maps Staffordshire County Council, 18/11/2025. Aerial photography: © Bluesky International Limited and Getmapping 2025.

Scale: 1:400000

49

13. Appendix

Rugeley	Brewood	Rocester	Gnosall	Abbots Bromley	Derbyshire County	City of Derby
All Staffs Type 5	Wheaton Aston	Whittington	Cheddleton	Burton	Cheslyn Hay	Newcastle
Cannock	Werrington and Cellerhead	Barton-Under-Needwood	Waterhouses	Norton Canes	Warwickshire County	Yoxall
Armitage with Handsacre	Shareshill	Coven	Tutbury	Penkridge	Kinver	Shenstone
Lichfield	Barlaston	Cheadle	Bishops Wood	Huntington	Ashley	Uttoxeter
Stafford	Meir Heath	Denstone	Bramshall	Fradley	Madeley Heath	City of Stoke-on-Trent
Birmingham District	Stramshall	Eccleshall	Hopton	Stone	Mayfield	Blythe Bridge and Forsbrook
Walsall District	Blythe Bridge	Yarnfield	Biddulph	Solihull District	Haughton	Audley
Burntwood	Perton	Draycott in the Clay	Whitmore	Telford and Wrekin	Derrington	Butt Lane, Kidsgrove, Talke
External	Loggerheads	Featherstone	Wetley Rocks	Milford	Lower Penn	Great Bridgeford
Little Haywood and Colwich	Rolleston on Dove	Little Aston	Halmerend	Leicestershire County	Codsall	Swindon
Wolverhampton District	Billbrook	Alton	Baldwins Gate	Weston	Hopwas	Brown Edge
Great Haywood	Pattingham	Marchington	Betley	Shropshire	Coventry District	Alrewas
Hixon	Woodseaves	Upper Tean	Madeley	Kings Bromley	Fazeley	Dudley District
Sandwell District	Endon	Wombourne	Harriseahead	Worcestershire County	Essington	Ipstones
Tamworth	Creswell	Leek	Mow Cop	Cheshire East	Kingsley	Leekbrook

Appendix 1: Settlements and Districts used in TomTom Analysis