

North Staffordshire Connectivity Study Stage 2 Report; Analysis, Longlisting and Initial Sifting



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1 Introduction

1.1 North Staffordshire Connectivity Study – Stage 2

This report follows on from the Stage 1 Report which provided detailed analysis of the problems and underlying causes within the region. This document provides the final analysis required to complete phase 1 of the DfT's DaSTS study programme. A brief re-cap of the study objectives and stage 1 conclusions is provided below.

1.2 Study Objectives and Stage 1 Conclusions

Study Objectives

The principal objectives of the study are:

- To reduce congestion and improve journey reliability on the strategic highway network across North Staffordshire, through better management and prioritisation of traffic movements within and through the study area
- To improve the capability, capacity and attractiveness of public transport as an option for travel to, from and within the North Staffordshire conurbation
- To deliver a reduction in the levels of transport's contribution to greenhouse gas emissions, thereby positively contributing to tackling climate change
- To decrease the modal share of peak time journeys by car
- To significantly enhance opportunities for transport to contribute positively to people's safety, security and health, for example through the availability of travel modes that are beneficial to health
- To deliver a transport system which is more inclusive for all members of society, in terms of accessibility and affordability

In this report, we have sought to answer the two questions posed in the Study Brief for this stage:

- How can the underlying causes of problems be overcome?
- Sifting to identify a shorter list of measures to take forward for further consideration

1.2.1 *Phase 1, Stage 1 – Problems and Issues*

In terms of transport, the most pressing causation factor is the internal connectivity of the conurbation which currently prevents a transition to a unified economic area with the City Centre acting as its heart. This connectivity affects not just business to business transactions but more importantly, the ability of the local labour market to support the economy. The workforce within the study area tends to travel in very localised patterns and the situation is further exacerbated by low levels of car ownership and a complicated bus network. This, and low wage levels, serve to reduce the options available for people seeking work or promotion opportunities and access education and training.

The travel patterns used to inform this analysis suggest that even those with private vehicles are reluctant to travel around the study area. Such behaviours can lead to stagnation and small unconnected micro-economies which are vulnerable to wider economic trends. In addition knowledge overspill, leading to more efficient operations, is unlikely to occur.

Attracting internal investment and encouraging businesses to locate in North Staffordshire is likely to be partially linked to these internal connectivity issues. However, the evidence is that the main contributory factor to lack of investment and opportunity is the lack of 'place' and the overall image of the City and surrounding areas. It is universally accepted that the conurbation's strategic location is strong, with easy access to routes going to the east and the M6 motorway providing quick north south connections. Its rail connections to Birmingham, Manchester and London are particularly good when compared with local and national competitors such as Derby, Crewe and even Nottingham. While these high service levels need to be maintained there is very little evidence to suggest that its strategic road and rail links are causing problems for the economy, though perhaps more should be done to change the perceptions of the conurbation in terms of wider connectivity.

1.2.2

Phase 1, Stage 2 – Analysis, Longlisting and Initial Sifting

In this report the details of long-listing and initial sifting and appraisal of potential transport and other interventions which could help to ameliorate or resolve many of the issues identified in Stage 1 of the study are detailed in full.

In addition, given the economic focus for this area, further analysis of the UK Government cost of systematic economic failure has been carried out. The emphasis of this analysis and the long-listing is strongly focused upon providing a wider case for investment in transport in the area to enhance the existing investment and to provide modern network to support the economic rejuvenation of the area. Part of this story lies in the analysis of how much existing financial support is utilised simply to maintain existing (relatively poor) standards of living and quality of life without providing any greater benefit to the economy.

At the same time there are valuable, public sector funded, projects being developed in the area that are making a difference to claimant levels and the quality of life for local people. However, many of these schemes are not currently well supported by other investment, perhaps most notably transport.

Particular issues include transport investment required to support the re-development and regeneration of existing town centres and large employment sites. The Stage 1 report considered that whilst the past employment structure favoured expenditure in wider connectivity, changes in employment sector mix have led to an increasing emphasis on internal connectivity, providing access to deep labour markets, encouraging high density clusters and providing a skilled and well educated workforce.

For some areas, transport lies at the heart of wider aspirations for re-development. This is essentially due to wider market failures in relation to property and land which have severely affected developers predicted profits and there have been many examples in the UK of stalled

and renegotiated development contributions. The situation is exacerbated in the study's urban area by existing low margins and land values. This presents a difficult issue for the area. Private sector investors cannot afford to deliver the larger pieces of transport infrastructure required to develop in the most sustainable manner but the area cannot afford to turn down development which has the potential to create jobs and up skill the local population.

Whilst we have developed innovative and lower cost solutions as part of our work, there remain serious deficiencies in the internal connections within the area. Whilst all partners will continue to seek private sector support (with some successes), there is a large gap between the level of funding available from these sources and the level of investment required to support and enhance the economics of the area. However this investment should be considered within a wider context of ever increasing benefit support if the economy is allowed to stagnate. This is discussed in **Chapter 2** where we provide a clear picture of this current financial burden and also examine how transport investment can successfully integrate with other schemes being delivered by public and private sector partners to create final outcomes with more impact.

The appraisal process for analysing potential transport investment has the main problems and causes at its heart, ensuring that the sifted interventions tackle the most pressing problems in the area in an effective manner. This approach accepts that while wider policies provide a clear steer, there are clear differences in the economic and social position of locations within the study area and other parts of the UK. Details of the appraisal framework are provided in **Chapter 3**.

Longlisting was considered in light of the findings of the Stage 1 report and care has been taken to develop new approaches to tackling problems and ensuring that legacy schemes (which tackle different problems) have not been included in the initial longlist. Instead the overall longlist was developed by identifying:

- Interventions that are central to the Core Spatial Strategy aims and objectives
- Interventions that seek to improve the quality of 'place' and to improve local quality of life within the area but also are likely to attract inward investment and halt the out-migration of younger qualified people
- Interventions that could tackle existing accessibility to employment and further education for those on low incomes or benefits
- Interventions which take into account a need to reduce carbon output from transport (see **Chapter 3 of the Stage 1 Report** for details of existing carbon outputs)

Although packages of schemes will not be fully developed until the next phase of the study, the shortlisted schemes attempt to achieve a 'triple win' combining each potential intervention with demand management and behaviour change elements. By this we mean that an intervention should be supported by other control measures (i.e. wider demand management measures) and by appropriate soft measures (for example personalised travel planning) that is targeted towards both the correct geographical area and the right target audience. This will be a key element of the packages which will be developed in the Phase 2 work.

The initial sift of interventions seeks to ensure that the schemes currently identified within the longlist have a reasonable fit to local problems, DaSTS strategic goals and issues of affordability and deliverability in the future. Where schemes do perform poorly there is a clear remit to either package correctly (to strengthen) or remove the scheme. This detailed analysis will be the first part of Phase 2.

1.2.3 Phase 2 – Appraisal and Preferred Package

The final chapter of this report will provide a clear picture of how this study will tackle the work required in Phase 2. This stage will have to look much more deeply at each scheme's credentials and delivery mechanisms. Perhaps most importantly, the chosen schemes will have to align with the most pressing problems within the area, but also with the timetables associated with other investments underway or planned during the DaSTS period. It is important that substantial investments made by both the public and private sector are appropriately supported by transport investment. An example would be schemes to promote greater accessibility to the multi-million pound University Hospital building in Newcastle-under-Lyme or the continued investment in educational facilities associated with Staffordshire University, the Sixth Form College in Stoke, the East-West Precinct in the City Centre and the master planning exercises being undertaken for the other towns centres.

Our approach will be to ensure that transport interventions support wider schemes of investment rather than delivering transport improvements for transport's sake. The packages will be representative of DaSTS policy and mindful of the likely reductions in public spending going into the future. This may mean that scheme delivery will have to be more flexible, and proposed interventions and final packages for modelling will have to reflect this.

The modelling of potential schemes will be undertaken using the NSTSIV model. This model will be subject to auditing prior to the commencement of Phase 2 but includes public transport and variable demand modelling techniques. It is expected to be fully compliant with WebTAG guidance and fit for purpose.

In view of wider events at the time of writing this report, clear definition of policy approach style packaging is not fully defined. It is expected that further guidance on central policy and approaches will be available should the Phase 2 elements receive funding.

2 The Case for Investment in North Staffordshire

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2 The Case for Investment in North Staffordshire

2.1 Introduction

In this chapter we explore the continuing cost of the economic dysfunction within the study area – the key reason why it was chosen for further analysis through DaSTS. In exploring both the cost of economic decline in North Staffordshire and the opportunities presented by linking to other investment, we hope to provide a strong case for further interest by not just the DfT but also wider Government departments in linking together to achieve a better outcome.

2.2 Cost of Economic Decline

In this section the continuing costs to the public purse associated with a range of benefits that are paid annually within the study area; and which relate to the continuing social and economic issues are quantified. The costs of economic decline are not confined to the benefits paid out by central government, but they are a tangible cost to society, paid for from taxation, which would be reduced significantly if the area's economy achieved even average levels of employment and salary levels for the UK.

2.2.1 Background

The estimation of the costs associated within current high levels of support is composed of an examination of the following key benefits

- Housing Benefit
- Child Tax Credit
- Incapacity Benefit
- Disability Living Allowance
- Council Tax Benefit
- Income Support
- Jobseekers Allowance
- Attendance Allowance
- Free School Meals
- Employment Support Allowance

It should be noted that not all of these benefits will be significantly affected by further investment, but it can be expected that economic prosperity would reduce the number of people claiming some benefits while also reducing the amounts claimed in other groups, for example Child Tax Credits.

2.2.2 Analysis

A headline expenditure figure has been calculated, based on reliable, quantified source information provided by Stoke-on-Trent City Council and Staffordshire County Council and where necessary, through statistics sourced variously from DWP, HM Treasury and other

central Government Departments. Where it has been necessary to estimate average weekly costs, a full breakdown of how the numbers that inform the estimate of total expenditure were generated is provided in **Appendix 2**.

Across the Study Area, total benefits paid out in 2009-10 amounted to some £708.8 million. This is a disproportionately high level of expenditure compared with other Local Authorities within the West Midlands and the UK. This overall figure is broken down by benefit in Table 1.1 below.

Table 2.1 Total Benefits Expenditure within the Study Area 2009-10

Benefit	Cost per Annum
Housing Benefit	£182.0 million
Child Tax Credits	£163.6 million
Incapacity Benefit	£110.9 million
Disability Living Allowance	£66.3 million
Council Tax Benefit	£43.4 million
Income Support	£43.2 million
Jobseekers Allowance	£42.0 million
Attendance Allowance	£40.0 million
Free School Meals	£12.4 million
Employment and Support Allowance	£5.0 million
Total	£708.8 million

Source: ekosgen, 2010 (see Appendix 2 for further details)

2.2.3

Local and Region Comparison Figures

For comparison purposes a per capita expenditure (based upon the working age population) is provided in Table XX below which details values for each area and the region and UK figures.

Table 2.2 Per Capita Expenditure on Benefits

	Stoke-on-Trent	Newcastle-under-Lyme	Staffordshire Moorlands	West Midlands	England & Wales
Housing Benefit	£837	£505	£320	£658	£777
Child Tax Credit	£610	£534	£550	£594	£532
Incapacity Benefit	£474	£310	£287	£282	£267
Disability Living Allowance	£274	£192	£185	£190	£172
Council Tax Benefit	£188	£125	£102	£153	£135
Income Support	£203	£109	£80	£146	£137
Jobseekers Allowance	£189	£119	£82	£176	£132
Attendance Allowance	£146	£128	£147	£137	£117
Free School Meals	£44	£44	£44	£14	£11
Employment Support Allowance	£21	£15	£12	£14	£13
TOTAL	£2,986	£2,081	£1,809	£2,364	£2,293

(Red highlighting indicates higher than regional and national levels, Amber; higher than regional values, Green; lower than national level)

The analysis clearly shows that the level of benefit claims per working age resident in Stoke-on-Trent is higher than both regional and national averages across all measures. Whilst the same figures for Newcastle-under-Lyme and Staffordshire Moorlands are often lower than the regional average, in the most part they remain higher than the national figure, though the overall sum is lower than national average levels.

We should be clear that we have no commentary to make on the suitability of the benefits system, rather that the existing sunk costs relating to merely maintaining a reasonable standard of living for people in the area is significant and, though important for social reasons, does little to influence or improve the underlying causes within the area.

This cost clearly represents a significant sum for the government and if this level of support were to continue to be required then it would form a growing demand on expenditure over the next 10 years. Future scenarios were considered which identified that if the study area were able to attain the Regional average WACG proportion of 15.8%, a cost saving of £41.9 per annum million would be attained. If the Study Area attained the National Average of 14.5%, then £60 million per annum would be saved.

If these percentage targets could be achieved through measures being implemented by other partners and the DfT, then a saving over a five-year period would represent either £209.5m reduction in benefit costs or, if national levels could be achieved, £300m. Even if transport improvements were able to support only a small percentage of this figure the cumulative reduction in costs to the Government represent a compelling case for investment.

2.3 Equality of Opportunity, Economy and Transport

In the previous section the cost to the Government of economic decline within North Staffordshire has been explored. In this section, the evidence related to investment in transport in reducing those costs is discussed. It is widely acknowledged that the links between transport and economic prosperity (or otherwise) are ill defined and extremely complex. While various economists around the globe have made efforts to estimate a high level percentage return from transport investment on GDP there remains considerable debate surrounding the issue. Over the following pages the evidence is reviewed starting with the overall context.

2.3.1 Context

Transport as a means of boosting the economy was explored in detail within the Eddington Study. The overall conclusions of this analysis were that transport in a country with a well developed network – such as the UK, could not generate significant returns by itself. However, Eddington¹ did describe various mechanisms by which transport could impact on the productivity of the UK economy. In this context the main implication was that productivity could be enhanced by reducing transport costs caused by congestion and unreliability. Eddington identified that a 5% reduction in travel times could be worth as much as £2.5bn to the economy. Eddington's analysis concluded that while the circumstantial case for transport investment was

¹ The Eddington Transport Study, December 2006

strong the overall evidence was weak. However, the report was able to demonstrate that a lack of, or poor transport could constrain economic growth.

In the study area, key central challenges arise, firstly the relatively low productivity of existing businesses in the area and secondly the requirement to stimulate economic growth. In the final stages of the Stage 1 report the economic issues were condensed and from these four key areas which transport investment could influence were defined:

Table 2.3 North Staffordshire Economic Issues and Underlying Causes

Economic Issues	Underlying Causes
Slow transition to knowledge economy	Knowledge related businesses require greater access to staff, high quality buildings and links to other financial and service sector suppliers.
Low levels of inward investment	Stoke is competing at a national level for business. The appearance of areas such as the City Centre and gateways needs to be capable of creating a positive image.
Low skills base	Rapid changes in the make-up of industry have left a workforce which is highly trained in a discrete number of moving industries. Adapting skills requires access to new job opportunities and access to educational establishments. The area also has two major universities training highly skilled staff for the future; however the area's ability to hold on to these people is made difficult by both a lack of appropriate local business and the image of the city.
Lack of enterprise	Also likely to be connected to low educational attainment levels but also may be as a result of a general lack of mobility, reducing the opportunities for people to interact with the wider area and identify emerging entrepreneurial opportunities.

The analysis showed that the main transport issues which relate to the economic issues are:

- Poor internal connectivity, accessibility and localised peak-hour congestion results in business and other economic costs which are not offset by other (more positive) factors. This is despite relatively low levels of car ownership
- Access to jobs and higher education facilities by public transport is relatively poor.
- The City Centre is not sufficiently attractive for visitors and for potential investors due to the poor public facilities and access problems.
- A lack of funding for maintenance and renewal of transport infrastructure has resulted in a degraded public environment throughout the conurbation.

In terms of the first bullet point, the rationale is well established in current transport analysis practice and within the Eddington Study. However, more complex issues arise from the factors stimulating economic growth. These are discussed in turn below.

2.3.2

Access to Jobs and Training

In the Stage 1 report, the relationship between sector mix and reliance on dense labour markets was discussed, this related to Eddington's research which concluded that service and knowledge based industries place greater importance on internal connectivity, whilst large manufacturing industries consider wider links to be of greatest importance.

The industry sector mix of employment across the UK has changed considerably over the past 20 years, with reductions in manufacturing and increases in service industries. These

industries tend to require access to deep labour markets and different skills sets (for example IT literacy) to support production. However, analysis of travel patterns within the study area suggest that patterns were highly localised. The impact of this is threefold:

- Impact on business productivity, less people applying for positions can mean that companies are settling for second best;
- Less knowledge overspill; efficient practices are not being spread by workers;
- Job options are limited; this could be as a result of self limited travel horizons or as a result of poor connections themselves limiting travel, certainly public transport journey times are very long in this area, considering the distances involved.

Eddington recognised that transport policy is fundamental to the way in which the labour market works. The availability of transport affects people's decisions to work, where they do so and how far they travel. However, Eddington also notes that there is relatively little evidence on the precise contribution that transport makes in supporting labour markets and states that:

“although transport improvements could encourage people to join the labour force, transport policy alone is unlikely to generate a large number of ‘new’ jobs”.

The report goes further to state that:

“for many groups, transport is one of a number of factors influencing their decision to work. Transport costs can represent a much larger share of the income of lower income groups, and it may be these groups where the impacts may be perceived as greatest. But, for particular disadvantaged groups, such as low-skilled workers, other barriers, such as limited travel horizons and lack of appropriate skills, may be more relevant in determining employment rates.”

The Social Exclusion Unit (now the Social Exclusion Task Force) published a comprehensive review of the potential benefits and impacts of transport on social exclusion in 2003. The report entitled ‘Making the Connections’² provided interesting evidence in relation to access to work and learning. In summary:

- **Access to work:** Two out of five jobseekers say lack of transport is a barrier to getting a job. One in four jobseekers say that the cost of transport is a problem getting to interviews. One in four young people have not applied for a particular job in the last 12 months because of transport problems.
- **Access to learning:** 16–18-year-old students spend on average £370 a year on education related transport, and nearly half of them experience difficulty with this cost. Six per cent of all 16–24-year-olds turn down training or further education opportunities because of problems with transport.
- **Access to social, cultural, and sporting activities:** 18 per cent of people without a car find seeing friends and family difficult because of transport problems, compared with 8 per cent for car owners. People without cars are also twice as likely to find it difficult getting to leisure centres (9 per cent) and libraries (7 per cent).

² Making the Connections: Final Report on Transport and Social Exclusion, SEU, 2003, pg 2

The SEU report also highlighted that the percentages of people finding access to work difficult was greater in low income areas and for those in the 16-24 age group (those who appear to have been hardest hit by the most recent recession).

Another factor is the travel time willingness of people attempting to access work. In several case studies in the above report, individuals mentioned a willingness to travel between 'up to' 30 minutes for work. This travel horizon has also recently been identified in the DaSTS study produced in the north west looking at 'Accessibility and Regeneration'³. This carries clear limitations within this study area for those on low incomes (without access to a car) as many locations within the urban area are beyond this threshold (see Stage 1 Report, Chapter 5).

This situation is exacerbated by the absence of a strong City Centre. In other conurbations people tend to travel for longer to access employment and other opportunities in the City Centre. This travelling is offset by better wages (and to a degree) better opportunities. In this area the absence of a strong economic core area means that there is little incentive to travel that extra distance and hence travel horizons narrow even further.

Clearly similar issues exist for those wishing to seek additional training or educational opportunities - this is particularly important for this area given the low skills base. There is an evidence gap in relation to the accessibility of education and training opportunities for the local population, no accessibility plots have been generated which provide details of colleges and other institutions which offer basic level training to those with limited qualifications either in the daytime or evening. This evidence gap is likely to be addressed over the coming months.

2.3.3

Access to Healthcare

The evidence in relation to problems within the area which incur ongoing costs to the Government and influence wider quality of life are clearly related to economy, getting people into work and training is a key issue for the area. However, many stakeholders were concerned about the provision of access to healthcare and wanted this to be a key priority. Whilst there are benefits to this, and schemes have been included which provide this support, longer term investment is focussed on providing access to further education and training and employment. The following case study provides a partial illustration of why this emphasis is important.

Case Study

Research by the London School for Economics (LSE)⁴ explores the link between people of working age in the UK who are claiming Incapacity Benefit, Severe Disability Allowance or Income Support on the grounds of Incapacity. The research considers the rise in inactivity rates for men and makes the link with low skill levels amongst this population. The article states that: *"The level of inactivity among prime-age men is particularly concentrated amongst those who are both low skilled and suffering from a chronic health problem or disability. Over time, as inactivity has increased, this concentration has become worse. The main factors underlying these changes are the significant weakening of the labour market for low skilled workers and the operation of the invalidity benefit system"*.

Inactivity amongst adult men has followed a steady upward trend since the early 1970s, rising significantly through the recessions of the early 1980s and early 1990s, but also continuing to

³ Accessibility and Regeneration Study (DaSTS), JMP Consultants, 2010. Similar area of Burnley.

⁴ <http://cep.lse.ac.uk/pubs/download/pa005.pdf>

rise through the booms of the late 1980s and late 1990s. At the same time, there has been a falling demand for unskilled workers, leading to corresponding increases in inactivity among the unskilled. This has happened to an extent, particularly amongst prime-age men, with the low skilled being three or four times more likely to be inactive than higher skilled groups.

One of the explanations for the rising levels of inactivity among prime-age men is the falling demand for unskilled workers, a trend that began in the mid-1970s, and which has continued ever since. This has largely been driven by the rise of ICT and the increasing use of technology in the workplace which has generally favoured the better educated population.

At the same time, there has been a general increase in the supply of skills, but this has not been fast enough to keep up with demand, and as a result, the employment rates of low skilled workers have continued to fall. The article identifies two factors that underpin this. The main 'push' factor is that as the low skilled labour market weakens, groups who have additional disadvantages, such as people with a disability that limits the type of work they are able to do become more at risk. As soon as the low skilled labour market started to weaken, those unskilled men with a chronic illness or disability were particularly badly hit. Because the low skill group found it harder to access work, the social security system found it easier to move them onto invalidity benefit (now Incapacity Benefit), with some individuals who were hard to place in work being advised by the Employment Service to claim invalidity benefits.

The main 'pull' factor for the rise in inactivity is that invalidity benefits were considerably more generous than unemployment benefits. Furthermore, this gap increased from the mid-1980s to the mid-1990s due to the Additional State Pension system, an earnings related supplement to invalidity benefit. Also on the 'pull' side is the fact that once a person was in the invalidity benefit system, the pressure to take up work was minimal.

Of course the relationship between the skills possessed by a population and the level of benefit claimants within a population will differ depending on the nature and the type of benefit that is being claimed. This particular research concentrated only on making the link between incapacity benefit claimants and skill levels amongst prime-age men, yet it is interesting to see that a direct relationship does exist.

This analysis indicates the clear risks associated with assuming high levels of incapacity claimants require a focus on transport to healthcare. It seems likely that a large proportion of claimants in the area are also subject to lack of work due to a lack of skills (or non-transferable skills in an industry which has moved) the analysis shown above clearly indicates that even for those with health problems good access to learning opportunities will be of significant benefit.

2.3.4

Attracting Inward Investment – 'Places and Purpose'

The potential for transport to impact on wider economic circumstances was first considered by SACTRA (Standing Advisory Committee for Trunk Road Assessment), this was explored again by Eddington and in the intervening period the DfT released Guidance on the Transport, Wider Economic Benefits and Impacts on GDP (2005). This approach developed methods of assessing wider economic benefits through:

- Agglomeration
- Increased competition
- Increased output
- Improved labour supply

The assessment of areas of regeneration is generally undertaken through estimating the skills match to existing job seekers and assuming a level of employment resulting from a particular development or regenerative scheme. However, these fairly basic methods of analysis do not take into account the fundamental causes of market failure within a regeneration area which largely relate to depressed land values based on high cost of remediation and/or the poor nature of the surrounding area.

Recently the Cabinet Office Strategy Unit has considered the role of urban transport in urban areas highlighted the role of transport in enhancing places and broadening the debate regarding the wider costs associated with transport in urban areas. While the economic consequences of congestion are well documented (£11bn in urban areas) the wider costs to society of poor air quality, ill health and road accidents were estimated to exceed £40bn almost 4 times the amount of congestion. The Cabinet report⁵ states that:

'The challenge for decision makers at all levels is therefore to find ways of tackling congestion, poor air quality, ill-health, road safety, carbon emissions and unpleasant urban space simultaneously.'

While all the measures in the long-list support the transport elements of this challenge a key area of investment for this study is in the development of better places. The requirement to improve places in the study area is well defined having been a key part of the North Staffs Region Partnerships role. Whilst NSRP and other partners have worked hard to deliver improved quality buildings within the area there is very little investment available to improve aspects of public realm/space that relate to transport budgets. These schemes can include, but are not restricted to:

- Management of parking facilities
- Reduction of traffic through centres to improve air quality and local ambience
- Improved paving, lighting of streets
- Greening of streets and highways
- De-cluttering of streets and linking desire lines for pedestrians and cyclists

Clearly, the implementation of such measures has an impact on the perception of an area for businesses looking to invest and the ability of an area to encourage walking and cycling through the provision of a quality environment. The Cabinet Office Report referred to above provides some initial evidence to the perception of and potential benefits of 'spaces'. Some of the key points are highlighted below:

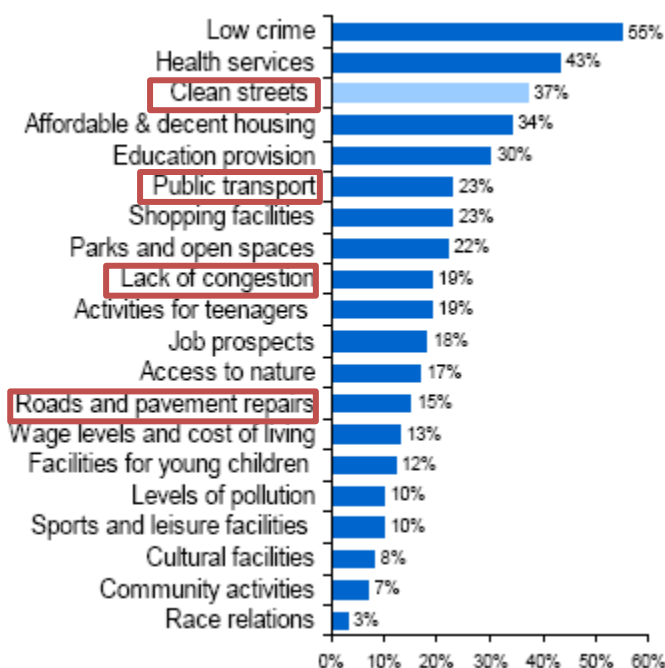
- Clean streets, public transport and a lack of congestion are among the attributes which are seen as important in making places good to live in.
- Psychological factors can influence our feelings about space, things like heavy traffic, air and noise pollution and walking comfort can impact on the enjoyment of space and influence travel behaviour
- Analysis of urban quality improvements indicate that there is a resultant economic impact in terms of retail turnover (in pedestrianised areas) and increased rental values

⁵ Cabinet Office Strategy Unit, An Analysis of Urban Transport, November 2009

- While the evidence base is not well developed, a case study in Manchester indicates that improving urban quality increased projected long term employment by 2%
- Other analysis has found that improved street lighting led to an overall reduction in recorded crime of 20% although the authors of the study concluded that this was more likely to be associated with community pride and confidence than deterrent effects

Figure 2.1 below, reproduced from the report, provides rankings for the importance of transport-related issues.

Figure 2.1 Top five most important things to make somewhere a good place to live
Transport and place elements highlighted in red



While the data on public spaces or in this study 'places' is not well defined it is logical to conclude that investment in making places better for people will increase enjoyment, encourage more use and then make areas feel even better through a vibrant level of activity encouraging more people to enjoy them.

Very often these perceptions and feelings associated with places are linked to noise, congestion and air quality particularly when 'route' functions overtake 'place' functions. This is of particular importance within this study area as there are five other towns which are placed on key routes (examples include Tunstall, Burslem, Fenton, all on the A50). These local centres are critical to the local population and should form the focus of local shopping and social activities (centralisation would increase transport impacts on poorer groups) but these locations are dominated by traffic and congestion and are very often unpleasant environments; this exacerbates the problem as people drive rather than walk to access these areas.

While there is currently a lack of pure economic analysis in relation to this places are clearly important in presenting the area to visitors and potential business investors. In addition the requirement to stabilise carbon emissions from transport as the economy grows will require that

sustainable modes are considered a pleasant alternative to travel by car. This involves investment in routes to principle locations as well as pleasant environments within activity areas. This is what generates the requirement for places with purpose, generating routes and public areas which meet the requirements of the local community to encourage more on street activity.

2.4 Higher Impact Outcomes – Linking Investment

In the above section further consideration has been given to how transport investment can help to tackle the key challenges within the study area. The Stage 1 report identified that the majority of social and economic decline was focused within the urban areas of Stoke-on-Trent and Newcastle-under-Lyme. These authorities joined together in 2007-08 to develop a joint Core Spatial Strategy (CSS) which provided a clear planning guidance in relation to tackling these issues. The CSS was adopted in 2009 and remains one of the few approved strategies in the country. The emphasis within the CSS is upon regeneration of the 'inner urban core' and it is within this area that other major partners such as the Homes and Communities Agency are investing.

However, other Government departments are also investing heavily within the area to raise standards and reduce the potential future costs of the area (including the DfT). **Table 2.4** below lists some of the main schemes.

Table 2.4 Current Investments in North Staffordshire

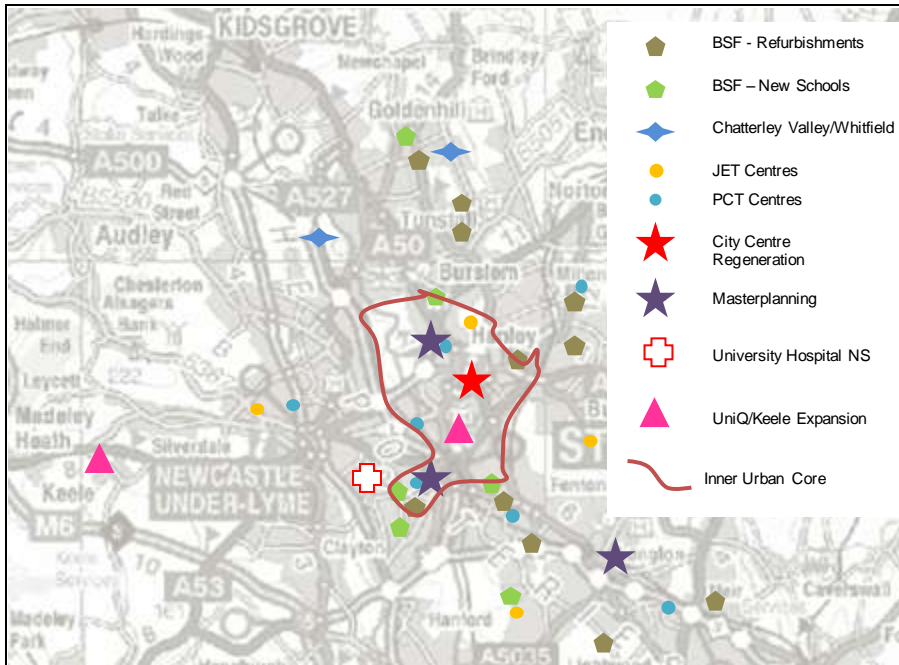
Investments	Brief Description
Health	
New PCT Centres	Large new buildings at Cobridge, Fenton, Burslem, Newcastle and Lyme Valley with two further centres proposed at Blythe Bridge and Biddulph which combine GP, Pharmacy and minor surgery units, also used a community health centres in some cases
World Health Organisation – City Health Development Plan	The WHO have been running the healthy cities programme since 1986. Stoke-on-Trent has been part of the initiative since 1998. The programme seeks to improve health and provide health for all by providing support to cities in the development of targeted health delivery and research programmes
North Staffordshire (University) Hospital	A multimillion pound project to centralise the infirmary and university hospital functions onto one site in a purpose built facility. The new hospital represents a significant investment priority for the NHS and should improve the quality of healthcare service within area. The hospital is a major employer and provides training for students based at Keele University
Change4Life	National programme to improve the health of the population by encouraging people to make small lifestyle changes such as increasing activity (walking, cycling), reducing calorie intake from unhealthy foods and increasing intake of healthy foods (5-a-day). Stoke-on-Trent have been heavily involved and all council offices and staff are encouraged to sign up
Pre-Retirement – Beth Johnson Centres	Centres situated within local communities which use trained volunteers to provide advice and guidance for pre-retirement planning

Investments	Brief Description
Consultation with Older Groups	Currently being performed by RENEW and other partners to consider transport issues pertaining to the elderly. Accessibility to bus services has emerged as an issue (low-floor buses) and transport is perceived to be a large factor in relation to healthy aging and continuing community participation of the elderly
Cycling City (DfT)	Stoke-on-Trent is benefiting from significant investment from Cycling England. Stoke-on-Trent already has over 152 kilometres of newly surfaced cycle routes, 80 kilometres of which is off-road on greenways, canal towpaths and river paths. Despite residents' proximity to the expanding network, Stoke-on-Trent had the lowest levels of cycling to work and school across the programme. Stoke-on-Trent's cycling programme has identified three key barriers to cycling - poor perception of cycling, lack of opportunities to cycle (whether by not having access to a roadworthy bike or not knowing a safe route to ride it), and physical barriers to cycling. The City will also host three cycling tours this year; the Tour of Britain, The Halfords Tour Series and the Prostate Cancer Charity Tour Ride. Providing both a boost for cycling but also local tourism
Social Security	
Older Persons Housing Strategy	Analysis of current housing stock has revealed a significant future deficit in housing for the elderly. Consultation with people over 60 has defined a preference for contained communities and or bungalow style properties. The CS does not specifically allocate sites but it is likely that some housing will be provided within the inner core (see Figure 2.2)
Children and Young Persons Strategy	Includes provision of support for teenage mothers at health centres, informal contraceptive centres
JET Centres	Jobs, Enterprise and Training centres in the communities of Blurton, Bentilee, Burslem and Knutton aimed at providing a more local service in areas with high numbers of benefit claimants
Community Centres	Provision of new and or refurbished community centres (new centre recently opened at Weston Coyney). To provide facilities for a range of activities including youth clubs, community support groups, slimming clubs and other activities
Regeneration, Economy, Housing	
City Centre Regeneration	Public Realm Strategy – the public realm designs and concept are now agreed and funding is being sought New City Centre Bus Station – design competition underway AWM are committed funding partners University Boulevard – preliminary design is complete funding partners include SoT, AWM and potentially DfT through minor/majors process. This scheme is partially linked to the University Quarter programme (see below) City Centre Impact Investment Location – regeneration of the City Centre (inc. projects noted above, bus station and boulevard) led by AWM Masterplanning at Longton, Stoke (specifically related to the large derelict Spode site) and Burslem – led by NSRP design consultants appointed for some locations
Areas of Major Housing Intervention	Renewal of poor housing stock and other community facilities led by RENEW funded by the Homes and Communities Agency

Investments	Brief Description
Education and Skills	
University Quarter	The University Quarter is a £282 million transformation project to create a state-of-the-art learning quarter in Stoke-on-Trent. The largest collaborative project of its type in the UK, it involves Staffordshire University and key education partners Stoke-on-Trent FE College and Stoke-on-Trent Sixth Form College in a unique project to drive up aspirations and skills. It will bring new development and major improvements to an important area of Stoke-on-Trent between the railway station and the city centre. This includes new shared education facilities which in turn will encourage commercial and residential investment
Keele University	Recently completed University Science and Business park provides high quality accommodation and business support on the Campus. The site seeks to capitalise on the Universities growing links with large and small businesses creating a key regional centre of excellence covering biotech, medical technology, environmental, IT, creative and service industries. The site offers state-of-the-art accommodation and business support services with an innovative research culture and specialist resources
Building Schools for the Future	<p>Building Schools for the Future is a large capital investment programme that aims to provide world-class teaching and learning environments for all pupils, teachers and communities in England. In Stoke-on-Trent, the aim is to create a family of schools, academies and post 16 learner centres, which will increase curriculum opportunities by offering specialist teaching and facilities to both school pupils and those seeking further education opportunities</p> <p>The following schools and educational facilities are identified:</p> <p>New School (new site):</p> <ul style="list-style-type: none"> Proposed Discovery Academy - site yet to be confirmed by Feasibility Assessment <p>New Schools (on existing sites):</p> <ul style="list-style-type: none"> Blurton Academy (to include Special School and Primary) Trent Vale (Special School) James Brindley Brownhills Thistley Hough St Peters Academy, 6th Form College <p>Refurbishment/Extension</p> <ul style="list-style-type: none"> Sandon Holden Lane St Thomas More Birches Head St Joseph's St Margaret Ward Haywood School Middlehurst Abbey Hill Aynsley Kemball

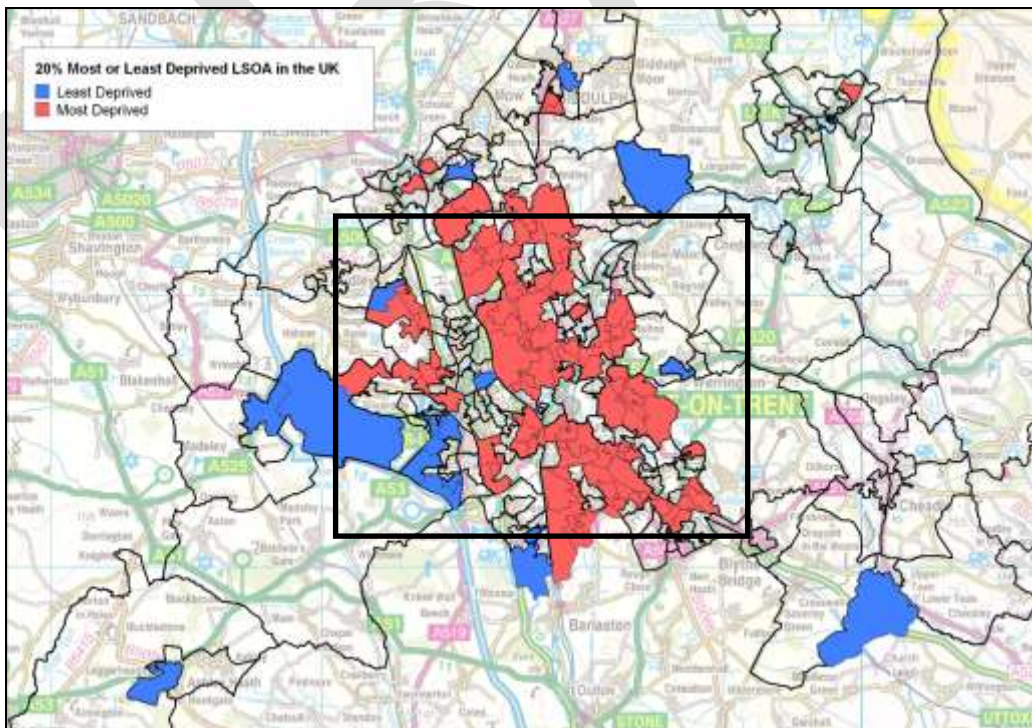
Figure 2.2 below, illustrates some of the locations of the investments highlighted above, as well as providing the 'core urban area' outline which the adopted core strategy highlights as the priority for development and regeneration.

Figure 2.2 Investment Locations and Inner Urban Core



The proposed investment locations and programmes clearly relate to areas of deprivation indicated in **Figure 2.3** below (the black box outline shows the limits associated with **Figure 2.2** above).

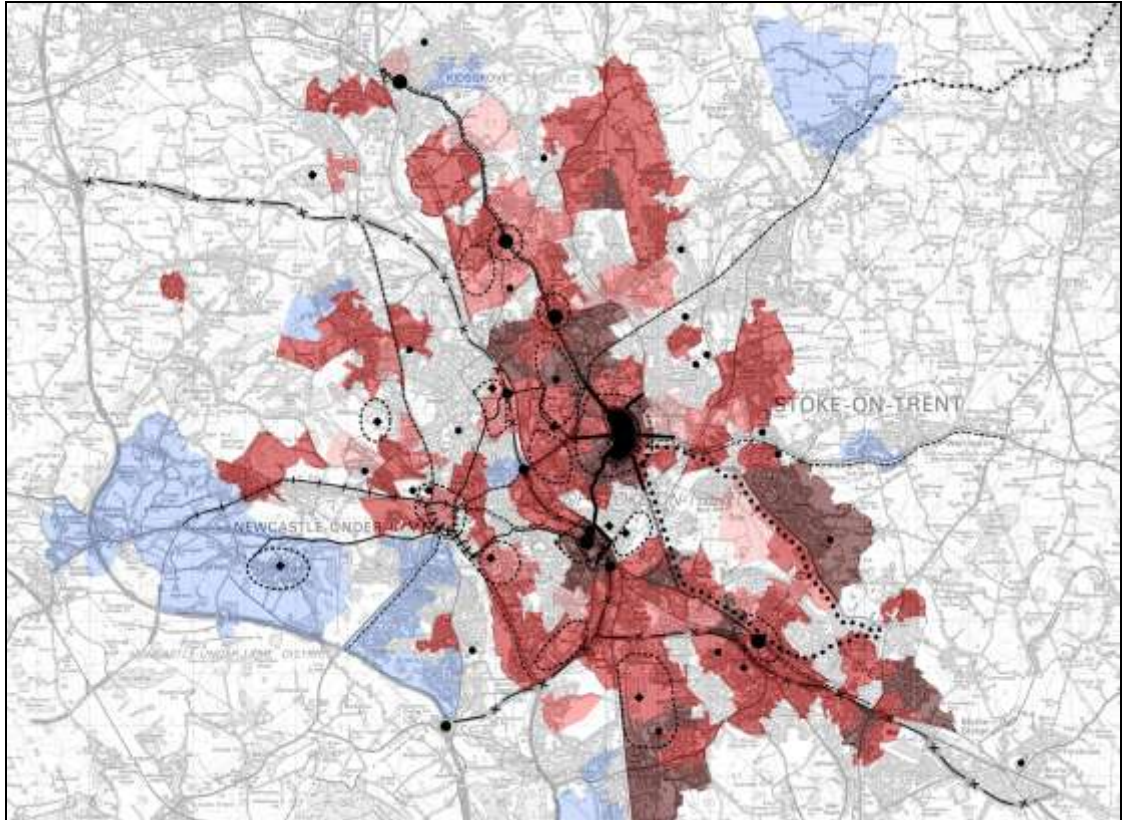
Figure 2.3 20% most and least deprived LSOA's in the UK



This in turn is reflected in the location of transport schemes contained within the longlist.

Figure 2.4 provides an outline of these schemes (shown in black) in terms of geographical locations. Not all schemes can be easily indicated on mapping as many are area wide schemes for example bicycle recycling and behaviour change strategies may be area wide.

Figure 2.4 Longlisted Transport Interventions



It should be noted that details of the longlisted interventions are not included on **Figure 2.4** due to the complex nature of many of the interventions and the problem of overlapping proposals.

2.5

Conclusions

This chapter has highlighted the wider economic case for transport investment in the area through ensuring that the population can access better job and training opportunities, through unlocking development in regeneration areas and through supporting wider investment programmes which are proposed or underway within the study area. The evidence base relating to how transport can impact on economic growth through increasing productivity is highly developed in theoretical terms and has been examined in great detail in the Eddington Study.

The case for transport investment to reduce socio-economic problems is less well defined, although a number of Government reports have considered this in detail. In these cases the generally accepted view is that transport alone cannot fundamentally change socio-economic difficulties but that perceived barriers to accessing better opportunities do exist and that transport has a role to play in this area. To strengthen this case in North Staffordshire, we have highlighted the considerable efforts being made by Government departments to tackle problems

of worklessness and equality of opportunity through direct measures and our longlist reflects the intention of introducing transport investment in the same areas to support these broader interventions. The ultimate goal is that where large scale public funding is being proposed that any possible transport barriers are removed such that there is no transport reason for these initiatives to fail or have less effect.

In the next Chapter the appraisal process is outlined, describing how the underlying causes, CSS aims and proposed investment are reflected in the longlist appraisal framework.

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3 Appraisal Process

3.1 Introduction

In this chapter, the appraisal process is detailed. In the earliest stages of development of interventions, a clear link to the problems and underlying causes was generated which placed significant emphasis on this within the appraisal tool. In addition further guidance provided by the Department of Transport at the DaSTS networking event in London has been used to assess the schemes against global policy goals.

The approach has been ratified by the Steering Group which contains representatives from:

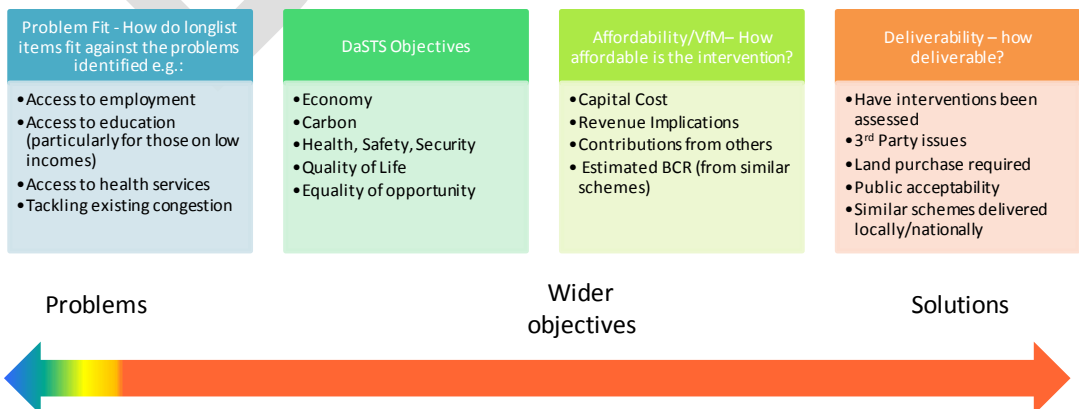
- The Transport Authorities of Staffordshire and Stoke-on-Trent
- The two District Authorities (Newcastle-under-Lyme and Staffordshire Moorlands)
- The West Midlands Government Office
- Advantage West Midlands
- Planning officers for the District and Unitary Authorities
- The Highways Agency
- Network Rail

In addition the wider stakeholders within the area, which include local community groups, the NHS trust, developers, social service providers and green groups, have been fully briefed in the process at events held in the city (for full details of stakeholder engagement see [Chapter XX](#)).

3.2 Approach to Appraisal

The overall appraisal approach is illustrated below. The framework seeks to start by scoring interventions against problem fit, then analysing against wider policy goals before moving into issues of affordability and deliverability.

Each scheme has been assessed qualitatively against problem 'fit', on a scale of 1 to 5 and DaSTS objectives on a scale of highly beneficial (+3) to highly adverse (-3). In scoring the options, conservative approaches outlined as part of the flow diagrams for the Department of Transport's Strategic Appraisal Tool have been adopted.



3.3 Problem and Issues

The initial appraisal metric is an assessment of the ‘fit’ of the proposed intervention to the problems and issues identified in the Stage 1 report. The adopted joint Core Spatial Strategy for the areas of Newcastle-under-Lyme and Stoke-on-Trent recognises and provides planning policy support to tackle the economic and social problems faced by the area, as a result a schemes fit against the core strategy is key, both in realising the ambitions for the area and ensuring sustainable growth hence its inclusion in the ‘problem fit’.

Table 3.1 Problem Fit Assessment

	Metric	Scoring Method
PROBLEM FIT	Is the proposal related to existing difficulties with respect to access to education	<p>Score against each metric</p> <p>+1 = not really related</p> <p>+3 = partially related</p> <p>+5 = fully addressing the problem</p>
	Employment accessibility issues	
	Existing access to city	
	Poor connectivity to City Centre	
	Poor connectivity between Centres	
	Poor connectivity to Further Education	
	Is the location heavily congested (for more than 3 hours per day) or predicted to become so?	
	Are current traffic and congestion issues eroding sense of place or are there place issues	
	Does the proposal provide elements of the Core Spatial Strategy	

3.4 Wider Policy Objectives

The next stage considers intervention performance against DaSTS and other strategic goals. The DaSTS goals are:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks
- To reduce transport’s emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change
- To contribute to better safety, security and health and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health
- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society
- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment

However, to avoid a too generic approach and mindful of the essential difficulties within the study area some additional items have been included. **Table 3.2** below provides details of the wider policy objectives appraisal.

Table 3.2 Wider Policy Objectives Assessment

DaSTS Goals	Metric	Scoring Method
ECONOMY	Impact on connectivity to Further Education	Score against each metric +3 = Large Positive Impact 0 = Neutral Impact -3 = Large Negative Impact
	Impact on connectivity to City/Town/Employment	
	Impact on those on lower incomes	
	Impact on reliability of journeys to Further Education	
	Impact on reliability of journeys to City/Employment	
	Impact on reliability of journeys to for those on low incomes	
	Impact on resilience after major events	
	Impact on post incident recovery	
	Impact on housing - does the project form part of an access strategy for new housing	
	Impact on employment - Does the proposal unlock employment in CSS priority areas	
	CLIMATE CHANGE	
Impact on reducing CO ₂ through shift to walking and cycling (short distance trips)		
Impact on reducing congestion (reduced CO ₂ through transport efficiency)		
SAFETY, SECURITY AND HEALTH	Impact on pedestrian accidents	
	Impact on cyclist accidents	
	Impact on vehicle accidents	
	Will the proposal include CCTV	
	Impact on improving walking routes	
	Impact on improving security at bus at stops	
	Impact on reducing the fear of crime	
	Impact on air quality	
	Impact on increasing physical activity	
QUALITY OF LIFE	Impact on heritage	
	Impact on landscape	
	Impact on townscape	
	Impact on noise	
EQUALITY OF OPPORTUNITY	Impact on reducing regional imbalance	
	Impact on regeneration of key centre (in line with CSS priorities)	
	Will the proposal provide affordable transport?	
	Will the proposal increase accessibility?	
	Will the proposal increase transport availability?	

3.5 Affordability

The appraisal approach takes into consideration the affordability of options. **Table 3.3** below highlights the criteria used in this part of the appraisal and the approach to scoring.

Table 3.3 Affordability Assessment

	Metric	Scoring Method
AFFORDABILITY	Contribution from Private Sector	+1 = yes 0 = no
	Transport BCR	Estimate of BCR where not available
	Total Capital Cost	On scale of 1 to 10 where 1 is >£50m and 10 is <£1m
	Ongoing Annual Revenue/Maintenance Cost	+3 = low +2 = medium +1 = high

3.6 Deliverability

Deliverability

Scheme deliverability will be critical in the future, particularly if public sector funding is limited. It is essential that schemes are honestly marked under this measure and that key risks are identified. **Table 3.4** below highlights the consideration given to some of the biggest deliverability risks such as third party consent and land acquisition which frequently delay proposals.

Table 3.4 Deliverability Assessment

	Metric	Scoring Method
DELIVERABILITY	Has the proposal been assessed for transport costs and benefits and deliverability?	+3 = detailed case +2 = initial case +1 = outline case 0 = no case
	Does the proposal require third party consents?	+2 = no -1 = yes
	If so, what is the level of difficulty of getting those consents?	+3 = very easy 0 = N/A -3 = very difficult
	Does the proposal require land purchase?	+2 = no 0 = yes
	If so, what is the likely level of difficulty of acquisition?	+3 = very easy -3 = very difficult 0 = N/A
	Are there likely to be public or political acceptability issues?	0 = unlikely -1 = easy to resolve -3 = difficult to resolve
	Has a similar proposal been delivered?	+3 = yes, within region +2 = yes in UK +1 = yes in Europe -3 = never

3.7 Conclusions

The overall framework seeks to qualitatively assess all schemes against a clear set of criteria. In North Staffordshire there is emphasis on issues affecting the economy and ensuring that transport investment is targeted appropriately. Although other criteria are important in the appraisal process, the impacts on the problems and issues facing the sub-region and the impacts on the local economy are likely to be more important than other criteria. Carbon reduction remains a key national target although evidence of carbon production from transport within the study area indicated that transport carbon outputs were much lower than in other parts of the country. The emphasis has therefore been on maintaining, rather than necessarily reducing, these levels as the local economy grows. The economy of the area is identified as the 'golden thread' which has a large role to play in increasing the health and welfare of the people within North Staffordshire, this is the reasoning behind an emphasis on economic activity through tackling worklessness and providing greater access to training and employment in addition to protecting and enhancing places to create a vibrant conurbation which can attract private investment.

The qualitative approach (and scoring of schemes) has been reviewed by members of the Steering Group, but there are limitations with regard to its overall accuracy given the relative infancy of the schemes – some schemes are highly innovative and as a result most benefit-cost ratios are only estimates at this time.

Despite this, the analysis of the schemes using this framework indicates that the process is delivering the right decision making results, this is discussed in greater detail in **Chapters 4 and 5**.

4 Longlisting and Stakeholder Engagement

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4 Longlisting and Stakeholder Engagement

4.1 Introduction

In this chapter the approach to the development of the longlist development and stakeholder engagement is presented. The longlist development was highly focussed on identifying schemes which tackle the underlying problems and those interventions that can tie into other investment in the area (detailed in Chapter 2).

4.2 Longlist Development

In the Stage 1 Report 'Issues and Problems', the economic and social context for investment was set. This identified that the major social and economic problems within the Study Area were focussed in the urban areas of Stoke-on-Trent and to a lesser degree Newcastle-under-Lyme. Nonetheless, meetings were held with both planning and transportation representatives of all the surrounding districts and boroughs (including Staffordshire Moorlands and Stafford Borough) to ensure that any key initiatives within the study area were identified and also to provide each authority and district with the opportunity to submit what they felt were important interventions which supported the DaSTS goals.

At the same time, wider stakeholder events were held to gather local opinions on the potential schemes which stakeholders considered to be important and which would support the resolution of the identified problems. In order to ensure that all the invited parties submitted proposals which were in keeping with DaSTS goals, all groups were asked to submit suggestions on a form provided to them by the study team. The stakeholder discussions are detailed in **Section 4.3**.

Finally the steering group members themselves, with the support of the consultants, developed a range of proposals which were initially graded as:

- Non-Transport Interventions
- Non-Infrastructure Transport Interventions
- Infrastructure-based Transport Interventions

Examples of the schemes proposed under each grouping are provided in **Table 4.1** below.

Table 4.1 Issues, Problems and Potential Interventions

Transport Issues and Problems	Non-Transport Interventions	Transport Interventions (Non-Infrastructure)	Transport Interventions (Infrastructure)
Poor internal connectivity, accessibility and localised peak-hour congestion results in business and other economic costs which are not offset by other (more positive) factors	<ul style="list-style-type: none"> ◆ New developments to be located at major transport interchanges and nodes ◆ Review of local governance 	<ul style="list-style-type: none"> ◆ Improved bus services and bus hubs ◆ Parking policy ◆ Workplace parking levy ◆ Transport Information and Management Centre ◆ Detrunking of A500 north of Sideway 	<ul style="list-style-type: none"> ◆ Smarter routes/managed roads ◆ Improved bus priority infrastructure ◆ Streetcar ◆ M6J15 improvements ◆ Pedestrian and cycling facilities
Access to jobs and higher education facilities by public transport is relatively poor	<ul style="list-style-type: none"> ◆ Better planning – tackled within the CSS ◆ Investment Impact Locations (IILs) approaches 	<ul style="list-style-type: none"> ◆ Improved bus services and bus hubs ◆ Improved quality of buses ◆ Personal travel planning ◆ Bus service publicity ◆ Business travel plans 	<ul style="list-style-type: none"> ◆ Improved bus priority infrastructure ◆ Streetcar
The City Centre is not sufficiently attractive for visitors and for potential investors due to the poor public facilities and access problems	<ul style="list-style-type: none"> ◆ Structural improvements to general public realm ◆ Concentration of new retail and office development in City Centre 	<ul style="list-style-type: none"> ◆ Improved security and cleanliness of car parks and bus station ◆ Improved bus services ◆ Improved quality of buses ◆ Smart ticketing 	<ul style="list-style-type: none"> ◆ Improved bus priority infrastructure ◆ Streetcar ◆ University Boulevard ◆ City Centre public transport interchange ◆ City Centre signing strategy implementation ◆ NuL Bus Station and Town Centre Improvement
A lack of funding for maintenance and renewal of transport infrastructure has resulted in a degraded public environment throughout the conurbation	<ul style="list-style-type: none"> ◆ Structural improvements to general public realm ◆ Improved community development ◆ Greening of public spaces 	<ul style="list-style-type: none"> ◆ Improved cleansing and parking management 	<ul style="list-style-type: none"> ◆ Improvements to maintenance of transport infrastructure ◆ Structural improvements to existing transport infrastructure

In terms of non-transport interventions relating to planning policy, the recently adopted Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy was viewed as being fixed. The Strategy was subject to scrutiny at an Examination in Public in May 2009 and was adopted by the two authorities in October 2009. The Strategy places emphasis on development within the inner urban core and in particular the City Centre and as a result its aims are considered to be highly beneficial to maximising future public transport usage by providing increased employment density in one key location.

There was significant interest from some parties in the development of more integrated governance and delivery arrangements for North Staffordshire. Potential proposals have been included in the longlist but these have not been scored and appraised in any detail at this time. However, there are some clear benefits to a more integrated approach particularly within the Major Urban Area, particularly as the boundary between Stoke-on-Trent and Newcastle-under-Lyme is not clear on the ground.

Staffordshire County Council and Stoke-on-Trent City Council have only recently decided to generate separate Local Transport Plans whereas in 2006 they produced a combined plan. If the 2011 Plans are developed in an integrated manner over the next 12 months, perhaps with combined transport strategies and separate delivery plans, there may be no need to develop other approaches. However, if the Study does go forward and lead to increased investment in the area then the case for better integration of the planning and delivery of transport interventions across the sub-region will be strengthened. These issues will continue to be pursued in Phase 2.

The development of the longlist of interventions has also drawn on work undertaken in other studies, particularly the North Staffordshire Integrated Transport Study (2005) and the work undertaken by the North Staffordshire Regeneration Partnership and the Highways Agency both in North Staffordshire and elsewhere. Interventions have been proposed by a number of local interest groups, particularly relating to cycling and the use of the canal system for walking and cycling. Local business groups have also made suggestions for proposals to be included on the longlist of interventions.

Following this process of generating interventions, clear groups of proposals emerged:

- **Place proposals** – these interventions link the important work being conducted by RENEW (HCA), NSRP (North Staffordshire Regeneration Partnership), AWM, Stoke-on-Trent City Council and Newcastle-under-Lyme District Council (in partnership with Staffordshire CC) in creating ‘places’ with purposes. This includes transport elements associated with regeneration of towns (Burslem and Longton) and the City Centre. These schemes are not constrained to highways but include elements relating to streetscape, lighting, information and public realm.
- **Public Transport** – interventions which provide improvements to public transport, including operational improvement schemes, interchange enhancements, corridor treatments, new approaches to ticketing (to improve operations and reliability) and technology schemes to improve bus priority and timetable information. A small number of rail proposals have also been submitted some of which relate to line re-opening as a result of private investor proposals.
- **Greener Travel** – interventions to encourage and promote travel by sustainable modes and reduce carbon emissions. Examples include: cycling recycling, low emissions zones, greener buses, sustainable modes corridors, improvements to walking routes linking towns to educational establishments or large developments and shared access routes.
- **Behaviour Change** – Softer measures which should be considered as part of any major intervention providing targeted behaviour change approaches such as personalised travel planning along specific corridors. Increasing evidence suggests that focussed approach have much greater impact. In addition a further process of travel planning for secondary schools and FE colleges needs to be introduced particularly at BSF sites. There is also potential to reduce traffic associated with tourism by encouraging visitors to travel by rail and experience the area via dedicated rural bus routes providing an opportunity for additional revenue for rural services operating around Staffordshire Moorlands.
- **Demand Management** – measures to reduce travel demand have been considered within two main approaches, the previous NSITS study recommended some form of user charging to reduce the need for travel; as a result this concept has been included in the longlist for appraisal. Another method is related to the generation of a progressive parking strategy for the city centre which would involve the

gradual removal of spaces within the city to more suitable locations combined with pricing measures. This approach allows the prevailing economic conditions to be considered and quick alterations to charging or the speed of the programme to be made.

- **Technology and Network** – The majority of interventions identified under this heading relate to better management of the existing network through applying more waiting and parking controls, improving the operation of signalled junctions and greater integration of planning and operations between the key highway authorities within the study area (the Highways Agency, Stoke-on-Trent City Council and Staffordshire County Council). The Highways Agency have also developed options to tackle increasing congestion on the A500/A50 and M6 Junction 15 in conjunction with the local authorities, this had led to the generation of joint sponsored proposals such as bus priority signalling at A500 junctions, potential ramp metering and variable speed limits.

The longlist contained in **Appendix 1** therefore provides a comprehensive overview of interventions that are important both to local people (from completed DaSTS forms), to planning authorities as part of regeneration initiatives and highway authorities in terms of sustainable travel and highway management for both local and strategic purposes. In all cases the schemes have been developed with current policy in mind as well as the problems and causes identified earlier in the process.

4.3 Stakeholder Engagement

The study has involved close engagement with representatives of the four local authorities directly involved in the study (Stoke-on-Trent City Council, Newcastle-under-Lyme District Council, Staffordshire Moorlands District Council and Staffordshire County Council), and with representatives of regional stakeholders including Advantage West Midlands, the Highways Agency, Network Rail, the West Midlands Leaders’ Board and Government Office for the West Midlands. In addition, two specific stakeholder events were held in Stoke-on-Trent for local stakeholders.

The study team developed a number of ways in which stakeholders have been engaged during the work including:

- Face to face meetings with key stakeholders
- Steering group meetings
- Stakeholder events
- Requests for information

Direct face to face meetings to discuss issues and interventions have been held with:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Stoke-on-Trent City Council • Staffordshire County Council • Newcastle-under-Lyme Borough Council • Staffordshire Moorlands District Council | <ul style="list-style-type: none"> • Stafford Borough Council • North Staffordshire Regeneration Partnership • Network Rail • Highways Agency |
|---|---|

Steering group meetings have been held at least monthly and occasionally more frequently. The steering group has both overseen the progress of the study and has provided direct input and feedback on issues and direction. The membership of the steering group comprises:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Stoke-on-Trent City Council • Staffordshire County Council • Newcastle-under-Lyme Borough Council • Staffordshire Moorlands District Council • Stafford Borough Council | <ul style="list-style-type: none"> • Network Rail • Highways Agency • West Midlands Leaders Board • Advantage West Midlands • Government Office for the West Midlands |
|---|--|

Two stakeholder events have been held with invitees from the wider business community in North Staffordshire, people involved in the delivery of transport, such as bus and rail operators, major employers, such as the NHS and the two universities, as well as those responsible for the delivery of regeneration and people from community groups. Details of the two events are provided in **Appendix 3**. Those who attended the events included representatives from:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Alton Towers • Bagnall Parish Council • Bakerbus • British Motorcycle Federation • British Waterways • Bus Users UK • Caldon & Uttoxeter Canals Trust • CPRE Staffordshire • Cycle Stoke • Cycle 2000 • D & G Coach and Bus Limited • Daniel and Hulme (& City Centre Partnership) • First Potteries Limited • Fit for Future • Fuchs Lubricants (UK) plc • Fulford Parish Council • GVA Grimley • Highways Agency • Hope and Community • Kidsgrove Environment Watch Response Group • Kidsgrove Town Council • Longton United Reformed Church • Michelin Tyre plc • National Express • Natural England • Newcastle-under-Lyme Borough Council • North Staffordshire Chamber of Commerce | <ul style="list-style-type: none"> • North Staffordshire Community Rail Partnership • North Staffordshire Friends of the Earth • North Staffordshire NHS • North Staffordshire Public Realm Project • North Staffordshire Rail Promotion Group • North Staffordshire Regeneration Partnership • Peak District National Park Authority • Penkhull Residents Association • Portmeirion Group plc • Potteries Shopping Centre • St. Modwen plc • Stafford Borough Council • Staffordshire and Stoke/GOWM • Staffordshire County Council • Staffordshire Fire and Rescue Service • Staffordshire Moorlands District Council • Stoke Churches City Link • Stoke Healthy City • Stoke-on-Trent City Council • Stoke-on-Trent PCT • Sustainable Futures/GOWM • The Burslem Regeneration Company • The Sentinel • Transition Leek • Turner & Townsend • University Hospital of North Staffordshire • Urban Vision North Staffordshire |
|--|--|

In addition, each of the invitees to the stakeholder events was requested to complete a proforma for proposals or interventions which they regarded as being important. The offer to consider any such interventions was made to all invitees to the stakeholder events, although in the event only ten such proposals were made, compared with around 70 in total generated in other ways.

North Staffordshire 'Delivering a Sustainable Transport System Study' (DaSTS) Stakeholder Form	
Name:	
Contact details	
Email:	
Telephone:	Postcode:
Representing (body or organisation):	
Brief Outline of Issue or suggestion:	
Issue:	
Proposed solution:	
Please briefly describe how you believe the proposal impacts upon the DaSTS goals:	
to support national economic competitiveness and growth , by delivering reliable and efficient transport networks;	
to reduce transport's emissions of carbon dioxide and other greenhouse gases , with the desired outcome of tackling climate change	
to contribute to better safety, security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;	
to promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;	
to improve quality of life for transport users and non-transport users, and to promote a healthy natural environment .	
Attachments - If possible please provide any evidence to support your proposal	
Please indicate whether there are any attachments to this form and the number of pages.	

PLEASE RETURN THIS FORM TO: SARAH.LOYNES@AECOM.COM or Sarah Loynes, AECOM, Beaufort House, 94-96 Newhall Street, Birmingham. B3 1PB. All entries must be received by 15th March 2010.

The work undertaken by the Highways Agency through its study of the operation of the A50 and A500 has been invaluable in the preparation of the longlist of interventions. The study has analysed issues on these major trunk roads and has made proposals for resolving some of the issues through a “managed trunk road” approach, similar to the Highways Agency’s “managed motorways” approach but without hard shoulder running.

The second stakeholder event was more interactive than the first. The outputs from the event are detailed in **Appendix 3** and outlined below. The interactive, table-based element of the event enabled a detailed discussion between participants on the key issues. Their responses to the questions they were asked are given in **Table 4.2** below.

Table 4.2 Stakeholder Event 6th April 2010 – Responses to Questions

Question	Responses
Have we got the issues and problems right?	The general view was that the issues and problems in North Staffordshire had been properly identified and there were no significant economic or transport issues that had not been considered. The regeneration of the local economy was key to the problems for the area and should be the main thrust of the transport strategy and interventions
How well does the current transport system serve the economy of the sub-region?	The general view was the external connections to the rest of the UK by road and rail were good and that Stoke-on-Trent and the surrounding area were therefore well placed for distribution services and logistics. It was also generally agreed that the internal connections were often poor. There was particular concern about bus services and the barrier of the A500 to east-west movement where junctions were overloaded or poorly designed
How do we get improved accessibility for people without cars to get to jobs and training?	Better bus services and cycling facilities were the key interventions. The cost of using buses was raised as a problem and the need to change buses in the city centre bus station for cross-conurbation routes was an issue
How best can transport interventions help change the image of North Staffordshire MUA to potential investors?	Public realm improvements were the main issue as they were difficult to fund from transport budgets and there was often a lack of revenue funding to maintain new or refurbished facilities
Have we missed any important interventions from the longlist?	There were no significant additional major interventions that were suggested but there were some smaller ones
What are the key transport interventions for your organisation?	There was quite a diverse range of interventions suggested, not necessarily as being important to the organisation concerned but for the conurbation as a whole. Most were concerned with bus service improvements (particularly the city centre bus station), walking and cycling. Few road proposals were mentioned

In addition, each attendee was asked to vote for the four most important interventions from a list of 18 that were likely to be shortlisted (of the 70 on the longlist). The results of the voting are shown in **Table 4.3**.

Table 4.3 Stakeholder Event 6th April 2010 – Voting on Interventions

Intervention	Votes	%
City Centre Bus Station	11	17%
Bus Network Review	8	13%
City Centre Regeneration Strategy	7	11%
Streetcar Route One	5	8%
Smart Routes – Traffic Management Measures	5	8%
University Boulevard	4	6%

Bus Priority Signalling	4	6%
Secondary School Travel Plans	4	6%
Streetcar Second Route	3	5%
Smart Routes - Sustainable Travel Element	3	5%
Improved Walking Route Stoke Town Centre/ SoT Station/North Staffs University/ 6th Form College	3	5%
City Centre Approach Strategy	3	5%
A50/A500 Junction Signalisation and Control Strategy	2	3%
A50/A500 Dynamic Route Information Signing	1	2%
Transport Efficiency Centre	0	-
M6 J15 Improvements	0	-
M6 J15 / A519 Roundabout Signalisation	0	-
A50/A500 Variable Speed Control	0	-
Total	63	100%

4.4

Work with other Studies and Regions

The study team has had direct contacts with other DaSTS studies, both in the West Midlands and elsewhere in England, and has shared information and processes with other studies both directly and indirectly. The team has had particular discussions internally within AECOM with other teams undertaking both regional and national DaSTS Studies, and with Atkins who have been engaged by the West Midlands Region to support the three regional studies.

The Highways Agency has been undertaking a parallel study of the trunk roads which operate within North Staffordshire and the two studies have been co-ordinated to ensure that the analysis and outputs are complementary. The HA study has examined issues on the trunk road network (the A50 and A500) and the outputs from this work has formed part of the inputs to the later stages of this study. The HA study has included an assessment of options for managing traffic flows on the A50 and A500 through low cost traffic management measures, smarter choices, public transport enhancements, and potential integrated demand management solutions. The study has also examined the potential for integration of any proposed intelligent transport systems and other interventions on the trunk roads with the local road network in conjunction with this study.

The study team is cognisant of the work being undertaken in other national DaSTS studies, particularly the Access to Manchester and Access to Birmingham studies. Although North Staffordshire are at the edges of these studies, the implications for the M6 and WCML, which provide connectivity from the study area to the north and south of, which might arise from these major studies will be of importance to the sub-region. The location of HS2 between Birmingham and Manchester has also been considered, although it is unlikely that there is any justification for a high speed rail station in North Staffordshire.

We also visited the study team connected with the DaSTS study looking at accessibility and regeneration to identify whether there was any cross fertilisation of ideas or principles between the two studies. The analysis of job seekers travel horizons was of particular use in reinforcing the role of transport in job area searches with threshold limits set at between 20-40 minutes (depending on the areas). This was extremely useful in the examination of access to

employment for those without a car and highlights the issue of slow public transport in the study area.

4.5 Sharing Good Practice

The study team has provided its Stage 1 report and the methodology for developing the longlist and initial sieving process to the other West Midlands DaSTS studies and those being undertaken by AECOM in other parts of England. The study has also provided an approach to the development of the underlying issues to be utilised in other studies. In return, the study has had the support of Atkins, working on behalf of the Regional Development Agency, and access to the work undertaken as part of the West Midlands regional studies, and those being undertaken by AECOM in other regions.

The work has benefited from good practice guidance in relation to the assessment of issues and problems and the underlying causes, and the draft appraisal methodology for sifting the longlist of interventions, although the methodology used in the study has built on the appraisal tool. The four local authorities and the NSRP have also shared information and support for the study.

At the completion of Stage 2 of the study, this report (as well as the Stage 1 report – Issues and Problems) will be made available to the other DaSTS studies as well as the partners and stakeholders in this study. The methodology for developing the evidence base of issues and problems, the economic impacts of poor internal connectivity within North Staffordshire and the longlisting and sifting processes will also be made available to other studies.

5. Initial Sifting Process

5 Initial Sifting Process

5.1 Introduction

The longlisting process led to the development of 77 different interventions including nine Governance proposals which do not form part of this analysis. The full list is contained within **Appendix 1**. All of these proposals were subsequently scored against the criteria outlined in **Chapter 3**. The scoring methodology and actual scores have been reviewed and agreed by all members of the study steering group and the overall methodology has also been fully described to wider stakeholders at the second stakeholder event. In order to sift the interventions in a meaningful and straightforward manner a series of cross analysis graphs have been produced, this process is described below.

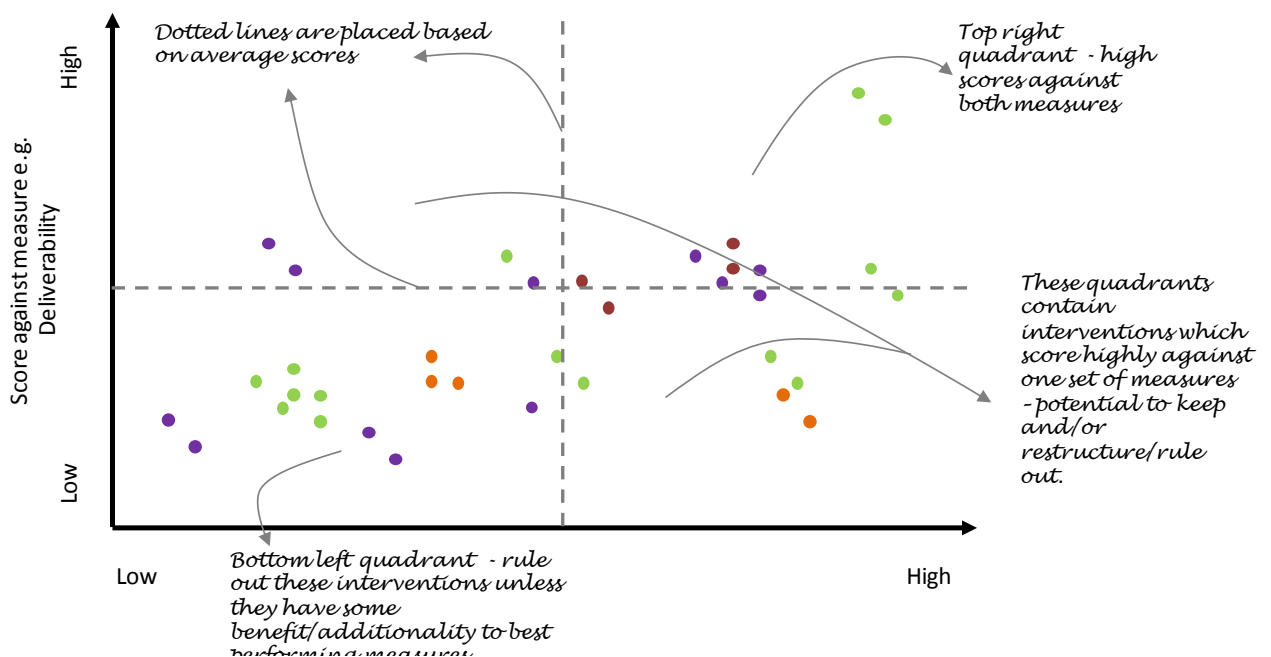
5.2 Sifting Analysis Approach

The sifting approach is designed to consider the suitability of the longlist in relation to the following key areas:

- Local problem fit and DaSTS strategic fit
- Fit with DaSTS Economy and Carbon goals
- Affordability and Deliverability

The initial sift analysis is based on the comparison of scheme scores against each other plotted on a graph. The principles of this approach are illustrated below.

Figure 5.1 Sifting Analysis Approach

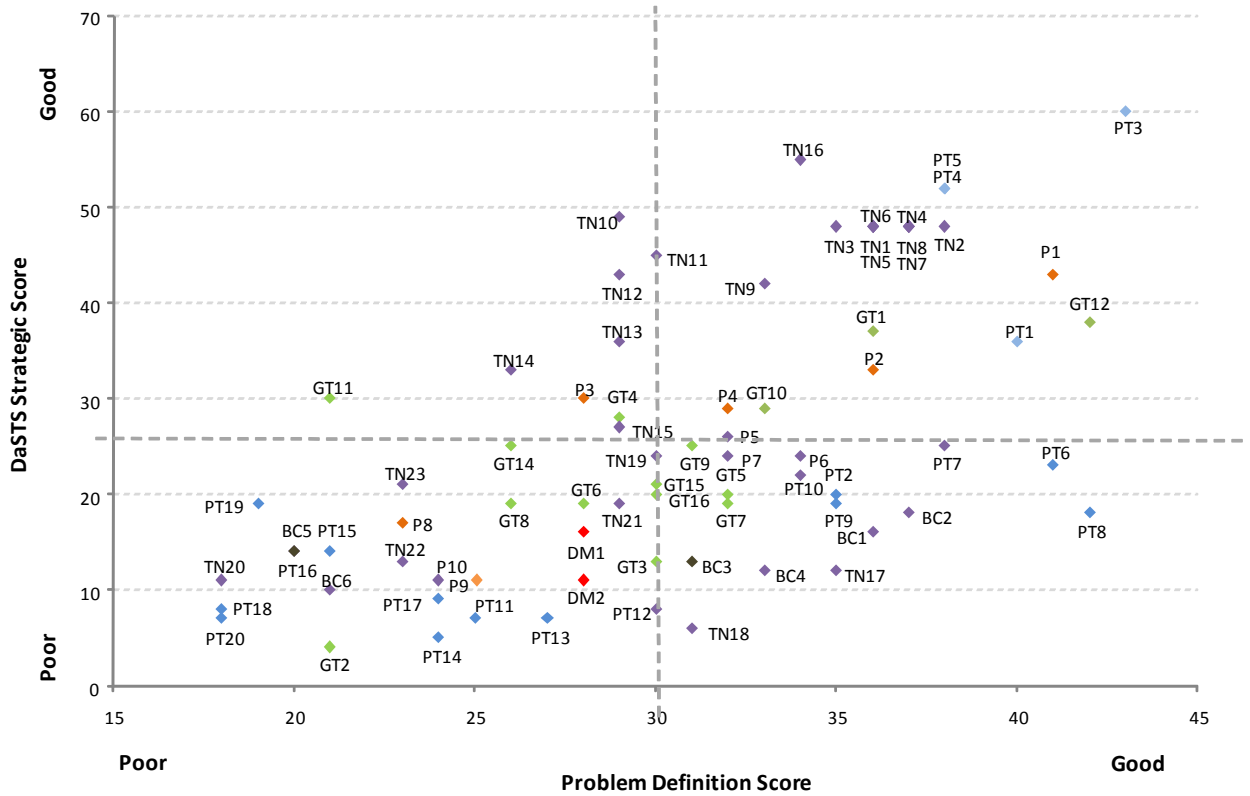


5.3

Local Problem Fit and DaSTS Strategic Fit

The scattergraph produced against the scored schemes under these measures provides the analysis in **Figure 5.2**. Details of the scheme identification numbers are included in **Appendix 1** which also has a short description of each intervention.

Figure 5.2 Analysis of Fit against Problems and DaSTS Strategies



The analysis indicates that:

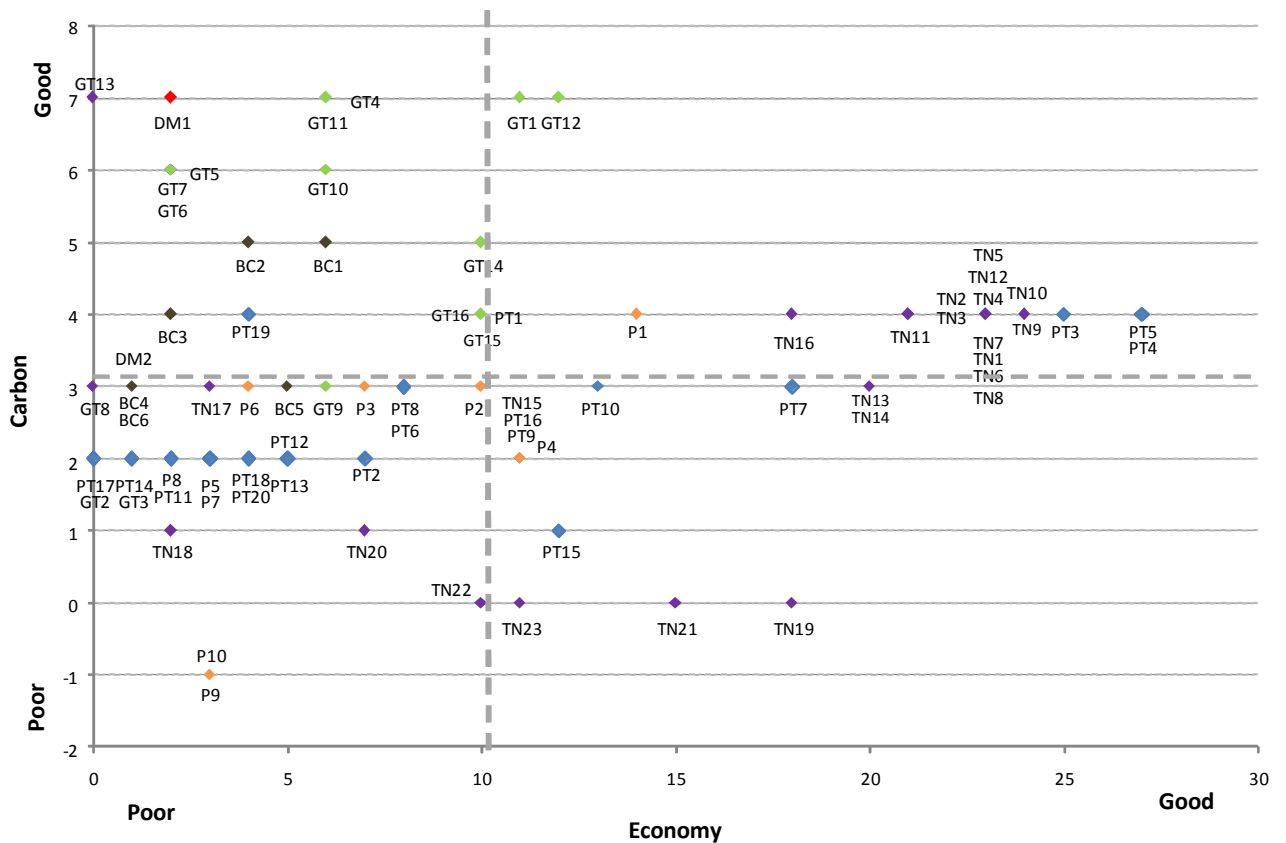
- There is a strong correlation between scores against problem fit and those against the DaSTS goals
- There is a significant clustering around the average scores
- There are some clear outliers in terms good fit and poor fit

5.4

DaSTS Economy and Carbon Goal Analysis

The scattergraph produced against the scored schemes under these measures provides the analysis in **Figure 5.3**.

Figure 5.3 Analysis of Economy Goals against Carbon Goals



The analysis indicates that:

- There is no clear correlation between good economy schemes and poor carbon performance or visa versa
- The spread is more erratic largely reflecting the lower number of measures against which carbon reduction can be scored
- A significant number of schemes have borderline scores against carbon initiatives (including some public transport schemes) reflecting the conservative approaches to scoring

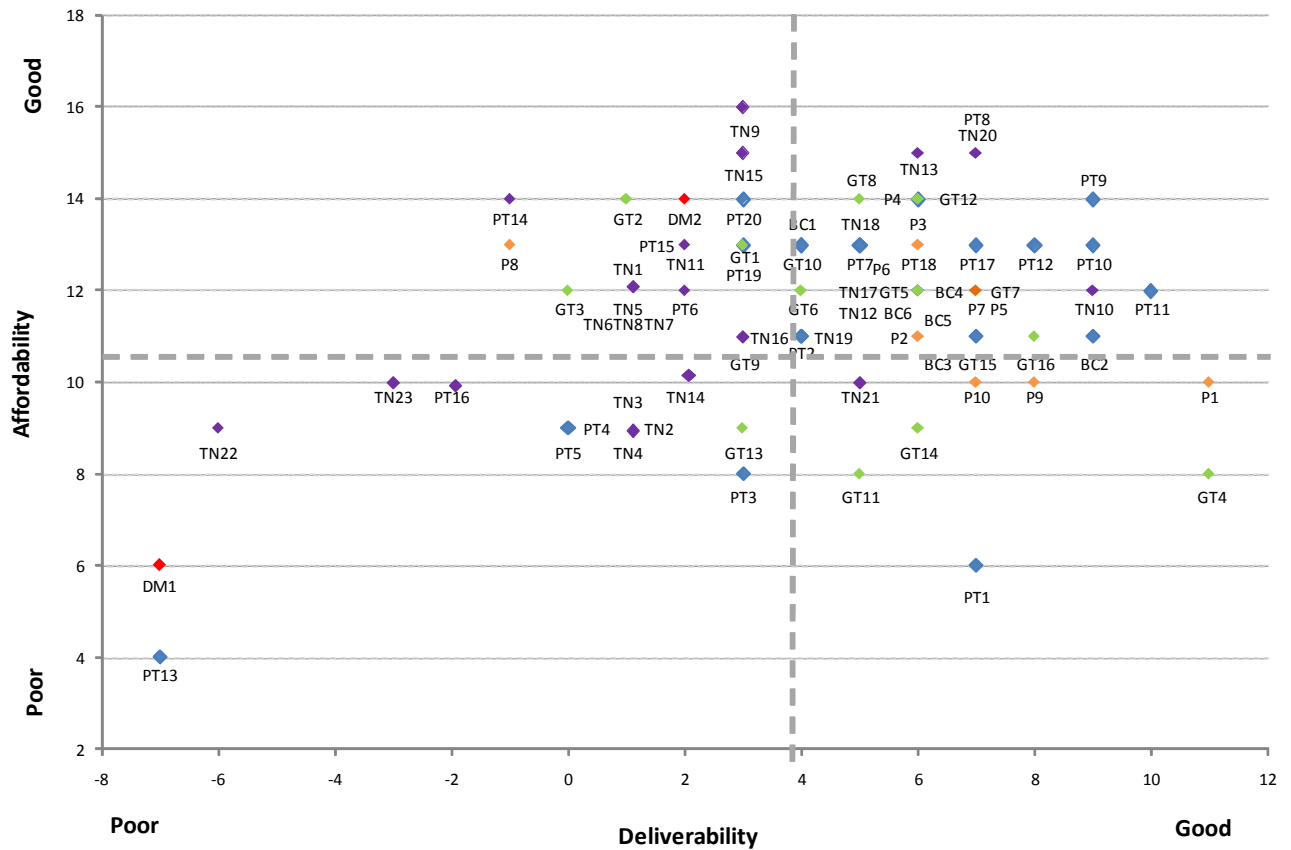
This analysis indicates that further analysis would be required to get a better idea of which schemes perform well against carbon reduction targets and whether this offset by less positive economy impacts.

5.5

Deliverability and Affordability Analysis

The scatter graph produced against the scored schemes under these measures provides the analysis in *Figure 5.4*.

Figure 5.4 Analysis of Deliverability and Affordability



The analysis indicates that:

- A good proportion of the schemes score well against both measures suggesting that the longlist has been developed with future budget constraints in mind. This is also reflected in the flexibility of schemes which were targeted towards smaller proposals that can be delivered flexibly
- Many schemes are clustered around the average which indicates that further investigation may be required to isolate the best schemes in terms of affordability deliverability and problem fit

5.6

Overall Conclusions from Initial Sift

The initial sifting process indicates that the longlist has been developed in a manner which fits well with the policy goals in DaSTS and the problems identified in this study. Further analysis of those schemes which deliver against a number of other measures needs to be undertaken. Particular focus will be upon defining 'rule-out' schemes (those which sit within the lower left quadrant which do not provide any additionality to the best scoring schemes).

The scattergraphs provide a clear indication of which areas of any scheme require further definition before being shortlisted, for example where a scheme performs well against policy, local fit, carbon and economy but has problems of deliverability and/or affordability, then the focus going forward will be to address these issues. In other instances schemes which are highly affordable and/or deliverable may require packaging with other schemes to strengthen policy fit.

The initial sifting of the longlisted interventions has shown that there are a number of proposals which are unlikely to be taken further in the study. Those proposals which lie in the lower left-hand quadrant of all three of the scattergraphs are clearly not well aligned to any of the appraisal criteria, or are not as well aligned as many of the other interventions. No specific conclusions have been made from the scattergraphs about individual proposals, but the sifting process to reduce the number of interventions to manageable proportions for further work is one of the key early stages of Phase 2 of the study.

6. Further Work

6 Further Work

6.1 Introduction

The economy of North Staffordshire has been in decline for over 20 years and the recent recession has added to the economic problems of the area. The case for transport investment in the area, through ensuring that the population can access better job and training opportunities, through unlocking development in regeneration areas and through supporting wider investment programmes which are proposed or underway within the study area, is unquestionable.

The case for transport investment to reduce socio-economic problems is less well defined, although a number of Government reports have considered this in detail. The generally accepted view is that transport alone cannot fundamentally change socio-economic difficulties but that perceived barriers to accessing better opportunities do exist and that transport has a role to play in this area. To strengthen this case in North Staffordshire, we have highlighted the considerable efforts being made by Government departments to tackle problems of worklessness and equality of opportunity through direct measures and our longlist reflects the intention of introducing transport investment in the same areas to support these broader interventions.

The ultimate goal is that where large scale public funding is being proposed that any possible transport barriers are removed such that there is no transport reason for these initiatives to fail or have less effect.

6.2 Proposals for Next Stages

Publication of this report will complete the initial (Phase 1) work for the study. Together with the Stage 1 report, the study has analysed the problems and issues, in particular the economic problems, facing North Staffordshire, and has started to examine ways in which transport interventions can help to support the sub-regional economy while helping to reduce the carbon emissions that transport usage in the sub-region produces.

The next stages of the study would take this analysis further and would refine the longlist of potential interventions and appraise the most promising options to arrive at a preferred package of measures. This stage would provide a final report that can be easily absorbed into the LTP process and which would provide the following outputs:

- A clear understanding of the role of the North Staffordshire conurbation and the priorities for its linkages to the remainder of the West Midlands and adjoining regions
- Analysis of a range of measures to tackle gaps in connectivity, improve journey times and journey time reliability, quality and choice of travel across all modes for strategic journeys to, from, within and through the conurbation

- The assessment and prioritisation of transport interventions and policies to feed back into wider policy-making, for both the region and conurbation
- Forecast impacts of options and packages on GVA and CO₂ emissions

6.2.1

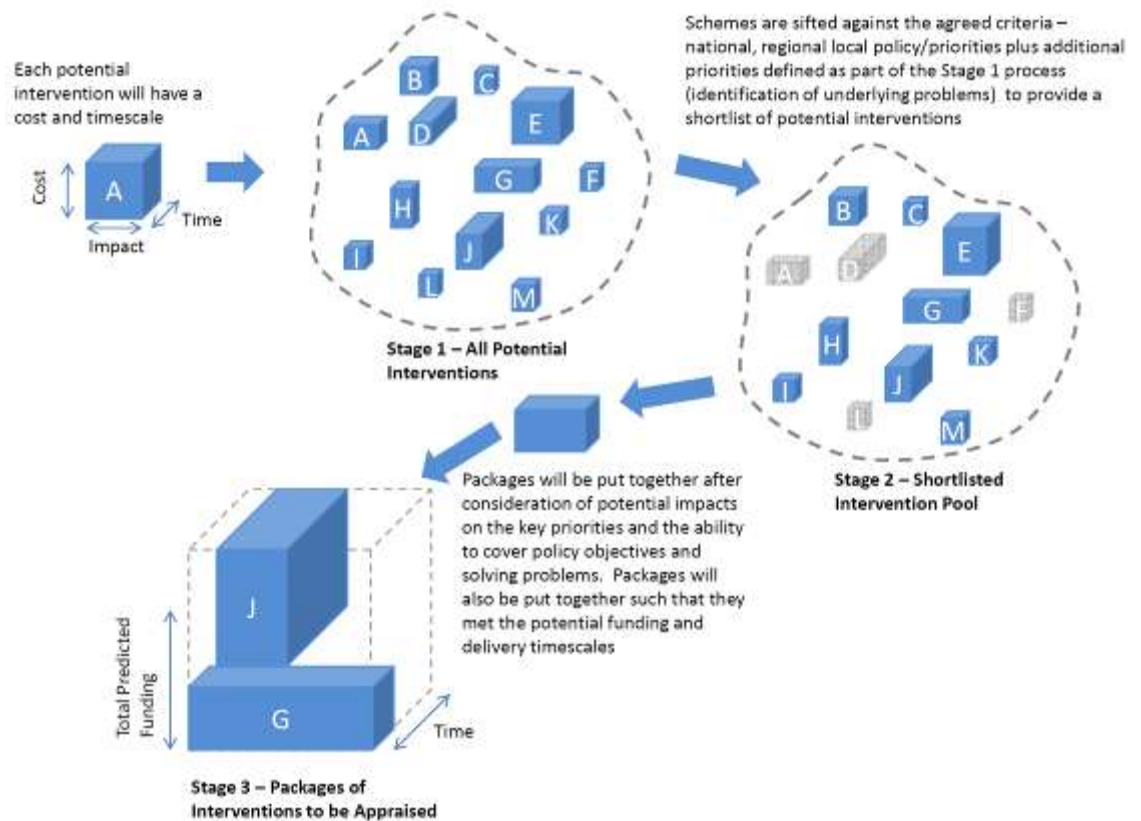
Development of Package Options

It is expected that five packages of interventions will be developed for assessment, with each package including proposals for the 2014-2019 and post 2019 (up to 2026) periods. We will agree the 2014 reference case networks with the City and County Councils and the Highways Agency (and Network Rail, TOCs and Bus Operators as appropriate) prior to undertaking this analysis.

The packages of interventions which will be assessed will be based on the initial sieving of proposals to concentrate on those which are likely to offer value for money, be relatively straightforward to deliver and be affordable. The initial sieving will seek to eliminate proposals which are likely to be too costly, offer poor value for money, or have little support locally. As far as possible, all packages will be aimed at providing a positive impact on the DaSTS objectives, particularly those relating to the sub-regional economy and carbon emissions.

An initial assessment of the capital and revenue funding likely to be available for the RFA3 period and the post 2019 period for North Staffordshire will be undertaken in conjunction with the relevant authorities, funding bodies and operators to assist in the process. Although this is likely to be separated into streams at this stage, such as trunk road funding, RFA funding, revenue funding, etc, one of the objectives of the study should be to ensure that what funding is available is directed at those interventions which do the most to achieve the DaSTS and local goals and objectives. An outline illustration of the process is provided in **Figure 6.1**.

Figure 6.1 Indicative Packaging Process



It is likely that the packages will differ in terms of emphasis in some instances in order to demonstrate some of the tensions within the study area. Package definition is difficult to define at this stage but will be directed primarily towards delivering solutions to the problems identified during Stage 1 of the study. Potential packages expressing particular emphasises will be included in the option appraisal process, although there needs to be a limit to the packages which are considered. Some interventions may be included in more than one package if they meet the theme of the package, although they will need to be packaged in a way which results in meaningful outputs which can be used later in the appraisal process. Packages will be put together in a logical way to express themes and will be agreed with the Steering Group before being modelled.

6.2.2

Review NSTSIV Transport Model

All packages will be assessed using the updated transport model for North Staffordshire (NSTSIV) which it is expected will be validated and to have agreed forecast years of 2016 and 2026 by the time this analysis is to be undertaken. A review of the model will be required to ensure that the land-use and transport facilities reference case assumptions are aligned with the most recent information on the likely progress of RFA2 schemes and major developments in the City. The model review will be limited in scope but will need to ensure that the model is both developed in accordance with current DfT guidance and that it is fit for purpose for the study. This will include:

- A review of the Local Model Validation Report and associated documentation to ensure that the model complies with all current DfT guidance and is a suitable tool for the evaluation of the interventions likely to be considered in the study;

- A review of the Forecasting Report and associated documentation to ensure that the assumptions made in the forecasts are still valid and appropriate for the study;
- A review of the base year and forecast year outputs for the reference case to ensure that the outputs are logical and that there are no questionable routings or flows apparent in the model.

6.2.3

High Level Appraisal of Packages

For each package of interventions, we will undertake a high-level appraisal using the guidance issued by DfT for DaSTS studies. This will be undertaken using existing tools and data to assess the impact of each package of interventions, with the framework assessment being aligned directly to the DaSTS and other local and regional objectives agreed at the outset of the study. The appraisal methodology will follow DfT guidance and the final outcome from this early evaluation will be the identification of how well packages fit to policies and the estimated costs, risks and impacts. The appraisal criteria will include:

- A short outline of the interventions included in the package and the justification for their inclusion in the package
- An assessment of the likely capital and revenue costs for each of the interventions in the package and the package as a whole
- Performance against DaSTS goals, building upon the previous assessment in the shortlist process
- An assessment of the performance of the package against identified regional and sub-regional goals, including RSS and RES goals
- An assessment of each package against the key metrics which DfT have set for each of the DaSTS goals as part of the NATA refresh
- An assessment of the extent to which the problems and issues identified in Stage 1 are likely to be ameliorated by the package and by individual interventions within each package
- An assessment of the likely value for money based on the estimated costs and best estimates of transport and other benefits, using TUBA or an equivalent methodology
- An assessment of the consistency with wider national and regional strategies such as regeneration and housing priorities
- An assessment of the likely problems of delivery, including land acquisition, legal processes, the degree of local and operator commitment, likely public and political acceptability, and any procurement and technical issues
- An assessment of the key interdependencies and funding uncertainties for each package
- Any other relevant issues which could impact on the delivery of the package or its costs and benefits

6.2.4

Stakeholder Discussions

During the development of packages and their evaluation, a series of stakeholder meetings, at approximately 12 week intervals, will be set up with groups representing stakeholders at a sub-regional and regional level to ensure that there is a two-way process of discussion and information between all parties. The meetings will generally take the form of a presentation on the work to date and an outline of issues and questions for discussion. The objective of the meetings is to ensure that all relevant parties are aware of the work being undertaken and are actively engaged in the development of the strategy.

6.2.5 *Specification of Packages*

It is anticipated that five packages of interventions will be developed for analysis and appraisal. These will be developed in conjunction with stakeholders to ensure that the initial sieving of proposals is taken into account and that the packages are realistic and representative. The specification will require interventions to be defined in sufficient detail for them to be capable of being modelled in NSTSMIV and to start the analysis of the options. This will include:

- Agreeing which interventions should be put together to meet the theme of the package
- Analysing the cost of each part of the package to ensure that they will be realistic and deliverable
- Considering the issues and problems for each intervention and agreeing the optimum way in which the package should be framed
- Detailing the model inputs which will represent the package for testing in NSTM4

The detailing of the packages of interventions is fundamental to the way in which the packages will be modelled and it cannot be overemphasised how important this task is in ensuring that the later analysis is accurate and will meet DfT requirements. A significant level of detailed work will be required at this stage to ensure accuracy in the modelling and costing of proposals.

6.2.6 *Modelling of Packages*

This stage primarily relates to the modelling which will be undertaken by Stoke-on-Trent City Council using the NSTSMIV. The study team will provide a small measure of support during this period, clarifying packages but this is currently expected to be limited in nature with Stoke-on-Trent City Council undertaking the bulk of the work. The work will cover the coding of each package of interventions and their analysis using the NSTSMIV model. Outputs from the model will be supplied by Stoke-on-Trent City Council to the study team for further analysis and use in TUBA.

6.2.7 *Appraisal of Packages*

The appraisal of the performance of each package against the assessment framework is the final part of the package analysis. The assessment framework will have been developed further and this work will populate the framework for each package of interventions. Where possible, and subject to the modelling capacity of the City Council, particular packages may be varied to exclude interventions which appear to be poorly performing to ensure that each package is developed to a point at which the elements are working together to achieve the overall theme.

An appraisal summary table will be produced for each package and conclusions drawn for the appraisal concerning those parts of the package which either perform well or poorly against the framework objectives and metrics. This will lead to a view on which parts of the package should be included in the preferred package. The evaluation of each package will be described in detail in a technical note which will include the ASTs and the assumptions made for each package.

6.2.8 *Review of Package Analysis*

Following the appraisal of each package, a high level review of the outputs of the modelling and appraisal will be undertaken, in conjunction with the stakeholder group, to ensure that the

appraisal outputs are appropriate and there are no issues which have been left unresolved in the process. If necessary, the appraisal criteria will be adjusted to ensure that there is support from all stakeholders to the appraisal methodology and that the outputs are appropriate for the next stages of the study.

6.2.9 ***Scenario Testing***

This task will review the work completed to this point in the context of potential changes in the economy of the UK, fuel prices and other external influences on the national and local economy and the need or desire to travel. It will include a deeper analysis of risks, constraints and priorities before the preferred package is developed. A number of scenarios will be developed for use in the testing of the final package of interventions.

6.2.10 ***Development of the Preferred Package***

Following the evaluation of the initial packages, a NATA/TUBA appraisal of the most promising individual elements will be undertaken in order to review and refine the preferred package. The review will consider (inter alia):

- ***Timescale*** – how quickly can any supporting infrastructure be brought on stream in support of proposed developments?
- ***Cost*** – even if the TUBA is positive, is the cost sufficiently high that it will result, at best, in uncertainty and delay and, at worst, abandonment?
- ***Equity*** – are all the partners achieving the necessary balance of opportunity and investment which is desired? If not, can the strategy be amended to provide a more equitable balance?
- ***Delivery*** – What will be the delivery mechanism for the intervention and how feasible is that mechanism in terms of political and other support or potential opposition?

As part of the process, further consultation with the stakeholder group will be undertaken to challenge or confirm the emerging conclusions. The preferred package will be developed by drawing on both the appraisal outputs and consultation. The preferred package is likely to include elements of all the tested packages and it will be necessary to bring a coherent group of interventions together so that the outputs in terms of the likely impacts on the DaSTS goals and other objectives are maximised. This will take a considerable level of analysis and may require additional modelling time.

6.2.11 ***Modelling the Preferred Package***

It is expected that once the preferred package has been defined, a significant level of modelling analysis will be required to ensure that any changes are picked up and benefits correctly estimated. In keeping with previous modelling work, Stoke-on-Trent City Council are expected to undertake the modelling.

6.2.12 ***Appraising the Preferred Package***

This task concludes the package process with a final evaluation of the preferred package. It is expected that this will only require a minor refresh following on from the modelling.

6.2.13 *Reviewing and Updating the Preferred Package*

This stage will consider the outputs from the previous evaluation and include a meeting with the Steering Group and the stakeholder group to discuss the final practicalities of delivering the package. This should include funding, other programmed works and budget implications and aid in a final prioritisation of schemes within time periods.

6.2.14 *Final Study Report*

The final report is expected to present a brief outline from the findings of Stages 1 and 2 of the study and detailed information on the processes and findings from Stage 3. All the modelled package outputs will be presented alongside the evaluation of each option. The opinions of key stakeholders gathered through the study process should be included so that there is a clear demonstration that these opinions have been considered. The report will present the final package option in a manner which is clear so that this can be used as a potential extract section for wider publication and inclusion in other documents.

Appendix 1

Full Longlist of Interventions

Appendix 1

Full Longlist of Interventions

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
Places			
P1	University Boulevard	Provision of a well defined multi-modal street aimed at establishing a direct, high quality and convenient route between Stoke-on-Trent Railway Station and Stoke-on-Trent City Centre, through the University Quarter of the City. The route is intended to give priority to public transport and will form a fundamental element of the route for Streetcar. The proposal includes significant environmental improvements and enhanced facilities for cyclists and pedestrians, within a high quality public realm. At its northern (City Centre) end, the route will open up land for redevelopment and will support the regeneration of the City Centre Business District.	SoTCC
P2	City Centre Regeneration Strategy	Provision of the key public realm for the development of the City Centre, including street lighting and paving renewal, improved permeability for pedestrians and cyclists across Potteries Way and providing co-inherent links between retail and development areas to support growth and inward investment	SoTCC
P3	Newcastle Town Centre Regeneration Strategy (NTADS)	Provision of key regeneration proposals including Barracks Road (described below) and bus station and bus station access improvements (depending on packaging). Further public realm improvements within the town centre, removal of traffic from the centre to the ring road, potential proposals to provide improved permeability from beyond the existing ring road. Will also include revised parking arrangements to reduce on street parking and increase availability for buses and taxis.	NuLBC SCC
P4	Stoke Town Centre Regeneration Strategy	Reorganisation of traffic management measures in Stoke Town Centre to improve bus routes and stop locations, encourage sustainable retail development (providing lunchtime/evening services for university students) and including improvements to highways elements of public realm through shared access areas.	SoTCC
P5	Burslem Town Centre Regeneration Strategy	Provision of public realm improvements and traffic management measures in Burslem to reduce traffic via alternative bypass routes and including potential shared space areas and enhancement of walking and cycling environment.	SoTCC
P6	Longton Town Centre Regeneration Strategy	Proposal to provide much needed links between the existing retail area and the TESCO site next to the centre. The proposal will also focus on strengthening links to the existing bus/rail interchange at Longton and the potential for additional parking in the vicinity for Longton station.	SoTCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
P7	Tunstall Town Centre Regeneration Strategy	Strategy to encourage additional development and regeneration in Tunstall town centre including additional traffic management and measures to encourage walking and cycling and the provision of short stay parking. The proposal would include the Tunstall south west access road to provide improved access to development land.	SoTCC
P8	Kingsgrove Town Centre Regeneration Strategy	Strategy to improve Kingsgrove town centre including improvements to bus access and car parking at Kingsgrove Station combined with better access to the station platforms for those with disabilities, and traffic management in the town centre to remove traffic from the main shopping area and allow on-street short-stay parking for shoppers.	NuLBC SCC
P9	Leek Town Centre Regeneration Strategy	Proposals to support the regeneration and development of the town centre including the provision of a link road to the south of Leek, improved bus facilities and revised parking arrangements in order to provide regeneration and tourism facilities in the rural market town.	SMDC SCC
P10	Cheadle Town Centre Regeneration Strategy	A combination of measures to improve public transport and increase the capacity of key junctions in line with anticipated growth. The proposal will ensure that transport infrastructure is provided in line with planning expectations and improve the viability of the town going into the future.	SMDC SCC
Public Transport			
PT1	City Centre Bus Station	The existing city centre bus station is forty years old, dilapidated and provides an untidy, poor quality environment. The passenger waiting areas are poorly presented with limited seating facilities and are open to the elements along the bus bays areas. A major benefit of the proposed East West Centre development will be the provision of a modern bus facility located on the existing John Street surface level car park. The interchange will be provided with a covered pedestrian concourse and a dedicated access and egress for buses from John Street. New pedestrian linkages will be created to both the new shopping facilities and the wider City Centre. The interchange will be a major gateway into the City Centre, providing users with quality passenger facilities (including RTPI).	SoTCC
PT2	Newcastle Bus Station	Newcastle bus station provides relatively poor passenger waiting and information facilities and has operational problems due to its layout. Partially supported by (and in support of) the Newcastle Town Centre Regeneration Strategy.	NuLBC SCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
PT3	Streetcar Route One	Streetcar will provide a high quality Bus Rapid Transport (BRT) network in the urban core of North Staffordshire with Stoke-on-Trent City Centre acting as a central hub. It will deliver fast, frequent and reliable public transport along key corridors using modern comfortable vehicles backed up by state of the art off-bus ticketing, real-time passenger information and high quality waiting facilities. The first proposed route (the Green Line) will operate from Keele University to Kidsgrove via Newcastle under Lyme, North Staffs University Hospital, Stoke Town Centre, Stoke-on-Trent Railway Station, University Quarter, Hanley Public Transport Interchange, Stoke-on-Trent City Centre, Burslem, and Tunstall.	SoTCC SCC
PT4	Streetcar Route Two	Extension of Streetcar network to south east to connect Longton and Meir with the city centre and to co-ordinate with enhancement of Longton Interchange facilities. May also provide an opportunity for car parking facilities on existing car parks.	SoTCC
PT5	Streetcar Future Routes	Additional routes for Streetcar connecting the City Centre with major residential and employment sites outside the central area and providing the possibility of park and ride development at locations with easy access from the major road network and fast, reliable bus journeys into the City Centre and to other key destinations.	SoTCC SCC
PT6	City Centre Bus Routing	Review of routing of bus services around and within the City Centre aimed at maximising accessibility for passengers while limiting unnecessary impacts on the main shopping and commercial areas, and ensuring that the new bus station is used more efficiently.	SoTCC
PT7	Public Transport Priority Measures	Bus priority on wider bus network, partially linked to smart routes and RTPI systems, GPRS based or tag and beacon system at key junctions across the bus network prioritised on a route reliability basis. This would also include integration with A500/A50 junction and systems configuration with HA	SoTCC HA
PT8	Bus Network Review	Regular bus network reviews half yearly with agreed static timetables in intervening periods also required to support operation of Streetcar and other major services. Linked to governance interventions.	SoTCC
PT9	Off Bus Ticketing	Improvements to operational efficiency, speed and reliability of bus services through provision of off-bus ticketing at key locations as an interim step prior to introduction of smartcards (though likely to be required to handle single cash fares in the future - particularly for visitors).	SoTCC NuLBC SCC
PT10	Real Time Passenger Information	Real time passenger information at key locations likely to be introduced pre-2014 subject to revenue funding and viability assessment. Further expansion and enhancement will be required in the DaSTS period depending on development of Transport Efficiency Centre, this system should be migrated into the Centre.	SoTCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
PT11	Text Messaging Service at Stops	Potential to be a later phase of RTP1 and smart ticketing - or potentially better initial start point for RTP1 depending on system capabilities. A free service would negate a requirement for infrastructure at stops but may cause problems for vulnerable groups without access to current mobile technology. To be considered for outer urban locations with lower patronage	SoTCC SCC
PT12	Smartcard/Mobile Ticketing	Smartcards would be a phase in a wider technology approach to ticketing, depending on available technology, mobile phone based tickets could be an option in the future. Smartcard swipe systems would increase operational efficiency, reduce dwell times and improve reliability.	SoTCC SCC
PT13	Silverdale Mineral Line Bus Rapid Transit	Provision of a sustainable Streetcar-type transport link to Madeley where, if RSS growth targets are revised, a significant proportion of new housing is likely to be located.	SCC NuLBC
PT14	Stone Rail Station Parking Expansion	Provision of additional parking at Stone for those travelling to the West Midlands and London. Could also provide rail park and ride to Stoke-on-Trent and Stafford for more local journeys although trains are limited to 1 per hour.	SB SCC LM
PT15	Rail line speed Improvements between Stafford, Stone and Stoke-on-Trent	Current line speeds through the area south of Stoke-on-Trent to be improved through junction improvements and alignment at Stafford, Norton Bridge and Stone to bring journey times to/from Birmingham down to 45 minutes.	SoTCC XC
PT16	Through Platform at Stoke-on-Trent Station (Derby-Crewe Services)	Through platform for local services to provide improved performance for Manchester to London trains. This proposal would allow fast trains to overtake services through providing holding facilities at SoTCC station. Additional platform capacity would also potentially allow additional services to Derby, although there are known capability constraints at Crewe which could affect this proposal.	SoTCC
PT17	Railway Station Maintenance and Improvement	Longer term station improvement and maintenance proposals for Stoke-on-Trent, Kidsgrove, Longport, Longton and Blythe Bridge stations and, in particular, funding arrangement to support local community involvement (also considered in governance).	SoTCC
PT18	City Moorlands Rail Support	Provision of transport analysis and other support to the proposed passenger rail link from Stoke-on-Trent to Leek. Support is predicated on the re-opening of the line to freight traffic in the first instance.	SMDC
PT19	Churnet Valley Tourism Trail	Enhancement of the PT and sustainable modes offer within the Churnet Valley to include a bus route between Leek and Alton Towers, picking up canal sections, other local villages and sights and linkages to geotrail and other walking routes and the main urban areas.	SCC SMDC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
PT20	Churnet Valley to Alton Towers Rail Development	Proposal to make use of the current heritage railway and the potential for future passenger services from Stoke-on-Trent to Leek (see above) to provide a direct rail service into Alton Towers from Stoke-on-Trent via Leek.	SMDC
Greener Travel			
GT1	Smarter Routes - Sustainable Travel Measures	Proposal for a major improvement to walking and cycling along key corridors within the conurbation, likely to be in combination with, but not dependent on, the Smarter Routes traffic management strategy. Routes to be treated include A34, A50, A52, A53, A525, A519, Potteries Way and Newcastle Ring Road. Current pinch points for cycling and walking and pedestrian facilities will be targeted to improve the environment and encourage short distance walking and cycling.	SoTCC SCC
GT2	Greener Buses	Partnering and potential funding support to reduce bus emissions within the urban area, particularly critical given the future importance of bus travel. The proposals would be likely to include a requirement for methods of power which are quieter and more efficient, where Streetcar will set the benchmark, and could include Euro V emission standards being required in certain areas and the operation of diesel hybrid vehicles with all-electric running through the City Centre within the ring road.	SoTCC
GT3	Low Emissions Zones	The gradual introduction of tighter controls on polluting vehicles, focussing on AQMAs. All vehicles to be to Euro V emission standard as a minimum for entry into these areas - ANPR system linked to a database with automatic penalty notice.	SoTCC
GT4	Cycling City North Staffs	Continuation of funding and development of Cycle Stoke to cover whole of North Staffs urban area and its immediate hinterland with the objective of ensuring the work undertaken in the Cycle Stoke programme is continued and extended over a much longer time period that the current funding allows.	SoTCC SCC
GT5	City Centre Cycle Hub	Dedicated cycle centre within the city centre, potentially combined with tourist information and travel centre. Secure cycle storage inside with changing facilities and a bike shop/repair centre/hire point. This has the potential to encourage sustainable modes for retail and commercial district staff and for people in existing buildings without access to cycling facilities. Based on a similar proposal implemented in York.	SoTCC
GT6	University Hospital Cycle Hub	Similar to the above approach but at a smaller scale and mixed with travel centre/travel planning services for employees of the Hospital Trust and patients/visitors to encourage people to use buses and cycles more, particularly for journeys to work.	SoTCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
GT7	Cycle Recycling	Proposal to encourage more cycling by offering refurbished bicycles to those without access to a bike or who can't afford to purchase a new bike. People with "spare" unused bicycles would be encouraged to offer them for re-use and these would be refurbished to ensure safety and quality standards are met before being offered at low cost, particularly to those with difficulty accessing work and training offers.	SoTCC
GT8	Area-wide Residential 20mph Zones	Extending 20mph zones throughout residential and shopping areas to improve pedestrian and cyclist confidence and enhance sustainable transport offer in residential locations as well as reducing road traffic collisions and rat-running through residential areas. Will include marketing campaigns and work with local police and safety officers.	SoTCC SCC
GT9	Barracks Road NuLBC, Shared Access	Part of the Newcastle-under-Lyme Regeneration Strategy, the improvement of the Barracks Road section of Newcastle Ring Road to increase permeability for pedestrians and to stimulate the development of live/work units to the east of the city.	NuLBC SCC
GT10	London Road (NuL) to University Hospital Improvements	Improvement of sustainable walking and cycling connections between the Hospital and NuLBC town centre. The current lunch time trade from hospital staff in the town centre is minimal and better facilities have the potential to encourage both staff, visitors and patients to make more of the centre which is only 10 mins walk today, albeit with a poor environment on London Road.	NuLBC SCC
GT11	Canal Towpath Access and Improvement Strategy	Programme to deliver improvements to the canal towpath network for pedestrians, cyclists and canal users. This will include the provision of improvements for cyclists at pinch points at key locations for example: upgrade the path between City Waterside to Birches Head Road to enable school children to walk and cycle on the direct route of the towpath from City Waterside, Abbey Hulton and Milton to Birches Head School. Signposting to key destinations from towpaths to encourage more use of the network and the provision of new walking and cycling links will also be included.	SoTCC SCC
GT12	Improved walking route Stoke Town Centre to SoT Railway Station/ NS University/ Sixth Form College	Enhancement of connections between Stoke town centre to the west of the A500 and WCML and the student and university areas to the east of the A500 and WCML as well as SoTCC railway station for pedestrians. There are a number of potential options, including the closure of Glebe Street and conversion into dedicated walkway with associated public realm and planting.	SoTCC
GT13	Electric Vehicles Infrastructure Provision	Support for the provision of electric charging points in the City Centre and extending across the urban area for future move to electric cars and delivery transport as manufacturers provide a wider and more attractive range of electric and hybrid vehicles.	SoTCC NuLBC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
GT14	Car Pooling and Sharing	Encouragement of better use of cars through pooling and sharing. The pooling element would provide cars to be booked in advance from pooling sites for use by the half hour at other pooling sites. The sharing element would be a database of regular journeys and encouragement of matching of people making similar regular journeys to work, school or college.	SoTCC SCC
GT15	Wheels to Work	Extending the current rural Wheels to Work proposal in Staffordshire to the major urban area where transport to work or college is a barrier to employment or education/training. The proposal could include the provisions of moped/scooter hire, bicycle hire, free bus travel, driving lessons, and one-off car repair grants for short period in the gap between young people in particular starting work or training and them being paid or getting an education or training grant or loan.	SoTCC SCC
GT16	Bus Passes for Job Seekers	Similar to Wheels to Work (see GT15), providing subsidised bus passes for people moving off JSA or IB and into work or training	SoTCC SCC
Behaviour Change			
BC1	Retrospective Travel Planning Centres	Programme of investment to target larger business and industrial estates and larger employers which could be encouraged to reduce parking and to increase bus, walking and cycle use. This would include a mixture of softer measures (promotions and marketing, lunchtime seminars) but also harder measures such as real time passenger information at particular sites. Candidates include: Festival Park, Trentham Lakes, North Staffs University Hospital, Local Authorities, City Centre, Supermarkets, Lymedale Business Park.	SoTCC
BC2	Secondary School Travel Plans	Targeted approach aimed at reducing car travel to secondary schools, encouraging pupils and teachers to walk and cycle to schools but also including educational packs which explain the impacts of different travel choices on the local environment. Targets for mode change to be included where there is the power to ensure targets are met, such as new BSF schools and academies.	SoTCC
BC3	Bikeability	Currently used within the area as a form of cycling proficiency test this should be combined with the above but may also include an after-school service to engage more with parents - who will ultimately decide whether cycling is a safe mode for their child. There also may be scope for cycling proficiency lessons for adults who want to cycle but feel they lack confidence.	SoTCC
BC4	Development of Local Behaviour Change Business Cases	Travel planning measures and forward plans to encourage developers and businesses to consider travel planning as a benefit to business. This is a targeted approach which aims to 'speak the language of business' and which could be linked to an online tool which would calculate the benefits to companies of introducing travel planning. Existing research highlights the potential for reduced staff sickness, reduced staff turn-over and greater efficiency of staff.	SoTCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
BC5	Rural Accessibility and Sustainable Modes Strategy	Targeted investment aimed at delivering a sustainable plan for rural accessibility, in particular linking travel planning with bespoke services for the elderly and other vulnerable groups. This would particularly relate to Staffordshire Moorlands which has an ageing population and issues with rural severance.	SoTCC SMDC NuLBC
BC6	Tourism and Sustainability Strategy	Proposal to encourage visitors and tourists to leave their cars while they are in the area and use existing public transport and cycle facilities. Would require further investment and a co-ordinated forward strategy that targets transport investment in combination with tourism investment. This could include a marketing strategy linked to the tourism centres which highlight the available sustainable transport options for visitors including a 'dummy' break which demonstrates travel to the area by train then use of bike hire and buses to visit local attractions - discount vouchers could be offered for bus services and bike hire.	SMDC
Governance (Not Scored)			
G1	North Staffordshire Integrated Transport Authority	Introduction of North Staffordshire ITA to improve powers and promote 'area wide' transport planning and investment. The proposal would see Stoke-on-Trent, Newcastle-under-Lyme (and possibly Staffordshire Moorlands) join together to provide a single transport authority for the major urban area.	SoTCC NuLBC SMDC
G2	North Staffordshire Local Transport Plan	Local Transport Plan based on travel to work area for the North Staffordshire urban area, including Stoke-on-Trent and Newcastle-under-Lyme (and possibly Staffordshire Moorlands) to ensure a clear delivery plan for the transport elements of the Core Spatial Strategy and to improve the connections between land-use planning and transport policy and delivery.	SoTCC SCC
G3	North Staffordshire Bus Planning Partnership	A high level formal arrangement with bus operators to develop and plan the bus network and work together to deliver Streetcar, including managing disruption during construction, building on existing relationships. The partnership would include senior officers from the two local transport authorities (Head of Service) and the managers of the principal bus operators. It may be appropriate for the partnership to have an independent chair.	SoTCC SCC
G4	North Staffordshire/Highways Agency Concordat	A high level formal agreement for the management of the trunk road and associated local road networks through the conurbation. This would be critical to the delivery of future traffic management proposals along the A500 (see Network and Technology proposals). The concordat should include as a minimum a regular dialogue, partnership working in terms of day to day operation and regular monitoring reports produced jointly. In addition an official 'complaints' procedure should be established to ensure any difficulties are dealt with quickly and efficiently.	SoTCC SCC HA

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
G5	Developer Contribution Strategy/ Community Infrastructure Levy	A formal developer contributions strategy for the development and improvement of the transport network with appropriate levels of private sector contributions towards infrastructure provision defined and the improvements included in the strategy identified. Although the current market difficulties could make it difficult to collect monies, a strategy should be developed as a negotiation starting point. This has the benefit of ensuring that additional private sector funding (no matter how small) is secured going into the future.	SoTCC
G6	SoTCC/SCC/ NuLBC/SM Strategic Planning/ Transport Group	A formal group of appropriate officers to meet regularly to discuss current and future planning applications, transport planning (progress in LTP), development of contributions strategies/CIL, progress on S106 obligations and current transport reliability hotspots and congestion areas. This would be a short term step towards greater integration of planning and transport both internally and cross borders. This group should ensure that planners are fully aware of all transport related opportunities and future plans and that transport planners are aware of future planning decisions that will impact upon forward plans for investment. This relationship is already established to some degree but the process and responsibilities require formalisation.	SoTCC
G7	Northern Section of A500 (from Sideway Junction)	This is a longer term proposal to manage the A500 north of the A50 going into the future to ensure that the road provides local connectivity as well as being part of the long-distance network. It would only be undertaken if Junction 15 was improved and traffic management proposals were successful on the section from Junction 15 to the A50. The remainder of the A500 could then be a facilitator for planning decisions and a balance struck between strategic and local movement. This approach may also be dependent on progress towards joint working within the urban area.	SoTCC SCC HA
G8	Urban Area Branding Strategy	Develop a branding strategy for the urban area, potentially a 'North Staffordshire' based approach, with all investment in signing, bus stops and marketing to carry a strong brand which moves away from the SoTCC/NuLBC/SCC separation and makes the area more understandable to external businesses.	SoTCC
G9	Dedicated Rail/ Bus/Waterway Partnership Funding	This proposal would seek to devolve some decision making to the voluntary sector in areas of non-critical investment. A ring fenced sum (starting small) would be provided to interested groups - for example the Rail Community Partnership to deliver incremental improvements to transport facilities. This would be based on a 'people's choice' for investment in areas which can be neglected in traditional transport spending. Community partnership arrangements could in the future be extended to bus stations and interchanges.	SoTCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
Demand Management			
DM1	Travel Demand Management Strategy	Pricing and charging proposals have been considered in previous studies within the area and have the potential to reduce traffic congestion by appropriate pricing but are likely to be extremely difficult to implement and potentially to be highly contentious, particularly as may adversely impact on economic recovery. Other demand management techniques are considered as part of other proposals.	SoTCC SCC HA
DM2	Long Stay Parking Strategy	A long term strategy associated with the control of long stay parking owned and operated by the council and (where possible) that owned and operated by the private sector. The strategy would include appropriate charging levels and gradual reductions in long-stay parking spaces in locations where shoppers and visitors should be given priority over commuters. It is likely that the private sector will have an increasing role in the provision of this going into the future and parking management policies for new developments will be required. The strategy will include Park and Ride for appropriate centres as parking demand exceeds supply and the case can be made for both the capital and revenue expenditure.	SoTCC SCC NuLBC
Technology and Network			
TN1	Smarter Routes – Traffic Management Measures: A34	These proposals would include on-street parking review and reallocation/replacement, greater enforcement of parking controls (possibly including red route controls), identification of place functions on routes, improvement of bus stops (in terms of road space and quality), bus priority elements at junctions, passing lanes, side road and access closures, and access and loading restrictions (where feasible). The aim is to improve traffic flow along key corridors to maximise existing capacity and to improve the corridor offer for general traffic, public transport, pedestrians and cyclists. The measures will also look at street ‘de-cluttering’, pedestrian crossing points and footways to increase the attractiveness of walking, a review of cycling facilities would also form a key element to provide better facilities and remove potential conflicts. This proposal is linked to the Smarter Routes - Sustainable Travel Element (GT1) outlined above. The proposals can be packaged together or delivered incrementally.	SoTCC SCC
TN2	Smarter Routes – Traffic Management Measures: A50		SoTCC SCC
TN3	Smarter Routes – Traffic Management Measures: A52		SoTCC SCC
TN4	Smarter Routes – Traffic Management Measures: A53		SoTCC SCC
TN5	Smarter Routes – Traffic Management Measures: A525		SCC
TN6	Smarter Routes – Traffic Management Measures: A519		SCC
TN7	Smarter Routes – Traffic Management Measures: Potteries Way		SoTCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
TN8	Smarter Routes – Traffic Management Measures: Newcastle Ring Road		SCC
TN9	Transport Efficiency Centre	Highways Agency and Local Authority (Staffordshire and Stoke-on-Trent) joint traffic control and information control centre, managing the entire network as one system utilising current and new technology and dynamic routing. This proposal would provide a dedicated traffic management centre co-ordinating traffic control across the urban area and to potentially include HA control operatives associated with A50/500 technology proposals. A fully co-ordinated response to problems and incidents could be provided if bus operators are also offered the opportunity to co-locate. Extensive monitoring and performance data monitoring would also be a key function of the centre.	SoTCC SCC HA
TN10	A50/A500 Junction Management	Management using signalisation and access control, homogeneity with local network, realignment to suit revised control method	HA
TN11	A50/A500 CCTV and Detection System	Full CCTV coverage. Automatic number-plate recognition linked to journey time information, average speed cameras, verge mounted speed control, the use of above-ground vehicle detectors (magnetometers, radar, CCTV), linked to control centre for management of the A50 and A500 trunk roads linked to single control centre and available on-line.	HA
TN12	A50/A500 Information Systems	Verge mounted variable message signs with colour coded mapping for dynamic route information/guidance, remote access message sign setting for local authority, variable message signing within urban centres linked to trunk road messaging, direction signage strategy improvements with route branding. Control centre to manage and coordinate ITS information.	HA
TN13	M6J15/A500/A519 Roundabout Signalisation	Redesign of the existing A500/A519 roundabout to change to signal controlled crossroads to improve capacity and reduce congestion and to enable routing from A50 to M6 to be via Junction 15 rather than Junction 16, releasing capacity on A500 north of Sideway for local traffic. This would include improvements to the A519/A5182/B5038 junction just to the south of the existing A500 roundabout to ensure the two junctions operate together.	HA
TN14	M6 Junction 15 Improvement	Alteration of the layout of M6 Junction 15 to reduce queuing and congestion on the M6 main carriageway and approach roads and to pave the way to the introduction of hard shoulder running through J15.	HA
TN15	City Centre East West Precinct Access	Highways proposal associated with the major re-development of the city centre retail area. Required to support this redevelopment and the links to the pedestrians areas and bus station.	SoTCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
TN16	City Centre Approach Strategy	This proposal would improve the approaches to the City Centre and the ring road (Potteries Way) in line with the Core Spatial Strategy objectives. It would include parking and waiting restrictions on key approaches, variable message signs to provide information on available parking, roadworks, best times to travel, and appropriate traffic control techniques similar to those included in Smarter Routes – Traffic Management Measures (TN1-TN8) and Sustainable Travel Measures (GT1). Uniformity of street lighting paving and traffic management, City centre/North Staffordshire branding.	SoTCC
TN17	North Staffs Travel Website and Highway Variable Message Signing	Centralisation of travel information within the urban with associated branding. Users can be encouraged to become members and receive travel updates and offers direct to email or mobile. All information on timetabling, best times to travel on highway network, cycling and walking would be provided in addition to dedicated business centre for freight, logistics and research in addition to provide travel planning business case analysis and local news stories. This website may also contain links to key operations managers via Twitter or Facebook (for example) for improved incident management (such as systems used during the 2009/10 winter).	SoTCC SCC HA
TN18	Major Routes Renumbering Strategy	Route renumbering strategy to improve the understanding of major routes through the conurbation for strangers and to ensure better SatNav navigation. This would include, for example, the renumbering of routes such as the old A50 between Fenton and Kidsgrove to a four digit number to avoid confusion and encourage the use of higher quality roads.	SoTCC SCC HA
TN19	Etruria Regeneration and Sustainable Access Strategy	This proposal seeks to support the Core Spatial Strategy regeneration area identified within Etruria. The proposal includes a new link across the A500 and WCML to the north of the City Centre to provide improved links into Etruria and provide a valuable new east-west route for buses including Streetcar) and sustainable modes. The proposal has the potential to unlock significant land areas for provision of new employment with high quality build quality. Views to this from the A500 will enhance the image of the area to outside investors.	SoTCC
TN20	Churnet Valley Tourism Traffic Management Strategy	Further enhancement of traffic management proposals associated with the tourist trade in Staffordshire Moorlands, in particular Churnet Valley. Includes potential enhancement of VMS and re-direction of traffic to other modes or routes.	SCC SMDC
TN21	Hanley-Bentilee Link	This proposal will serve the City Waterside development area in the Hanley South Area of Major Intervention and allow the establishment of a park and ride facility in the south of the City as well as facilitating improvements to part of the core bus network. The new road will provide a much improved route to the City Centre from the south-east of the City and will allow for an improved public transport corridor as well as relieving congestion on Leek Road (A52) and Bucknall Road (A5008) and providing access to major regeneration sites.	SoTCC

Unique ID	Intervention Title	Brief Outline of Intervention	Sponsor
TN22	Cheadle/A50 Link Road	Provision of a link road between Cheadle and the A50 in support of potential new housing to be delivered in the area	SCC
TN23	Cheadle Bypass	Provision of outer bypass to improve traffic conditions in Cheadle in anticipation of additional growth in the town. This would provide opportunities to protect the existing town centre from potential traffic deterioration.	SCC

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Appendix 2

Study Area State Benefits Analysis

Appendix 2

Study Area State Benefits Analysis

Total Cost of Benefit Claims

The following table shows the total amount of money paid to claimants within the Study Area in total and by each of the key benefits. These are related to the major symptoms of deprivation, including a weak, low wage, a workless population with low aspirations and motivation; a failing housing market; low skills and poor educational attainment; and poor health outcomes.

Table 1 The Total Benefits Expenditure within the Study Area 2009-10

Benefit	Number of Claimants	Average cost per person per week	Average cost per person per annum	Benefit distributed per week	Benefit distributed per annum
Housing Benefit	36,210	£96.66	£5,026.32	£3,500,059.00	£182,003,047.00
Child Tax Credit	56,210	£55.96	£2,909.92	£3,145,511.60	£163,566,603.20
Incapacity Benefit	24,970	£85.41	£4,441.32	£2,132,687.70	£110,899,760.40
Disability Living Allowance	31,700	£40.22	£2,091.44	£1,274,974.00	£66,298,648.00
Council Tax Benefit	49,010	£73.85	£886.20	£3,619,389.00	£43,432,662.00
Income Support	16,455	£50.43	£2,622.36	£829,825.65	£43,150,933.80
Jobseekers Allowance	12,815	£63.06	£3,279.12	£808,113.90	£42,021,922.80
Attendance Allowance	12,900	£59.60	£3,099.20	£768,840.00	£39,979,680.00
Free School Meals	31,070	£10.25	£399.75	£318,467.50	£12,420,232.50
Employment Support Allowance	1,640	£58.65	£3,049.80	£96,186.00	£5,001,672.00
TOTAL	272,980⁶	£594.09	£27,805.43	£16,494,054.35	£708,775,161.70

Source: *ekosgen 2010*

We can see from this that a total of £16.5 million is paid per week to benefit claimants within the three Local Authority areas, amounting to £708 million per annum. If this is averaged across the total population within the Study Area, the amount of benefit paid equates to £2,500.97 per person.

⁶ Note that many of the claimants will overlap by claiming more than one benefit

Analysis of Individual Benefit Payments

Child Tax Credits - £164 million

Child Tax Credit (CTC) is available to families with children aged up to 16 or up to 20 in full time non-advanced education or certain forms of training. CTC is divided into payments “at or below the family element”, or “more than the family element”. Across the UK (2008), 5.98 million families, containing 10.03 million children were tax credit recipients, or were receiving equivalent child support through benefits, with an average value of £3,611 per year. The amount of Child Tax Credit that a family receives is based on their income. Claimants can receive the Child Tax Credit whether they are in work or not. All families with children, with an income up to £58,000 a year (or up to £66,000 a year if there is a child under one year old), can claim in the same way.

Child Tax Credit is related to the level of earnings and the number of children within a household. Given that we do not know the number of children per household within the study area, we have identified that of the total number of Child Tax Credit Claimants within the Study Area, 47.8% of households with children have 1 child, 37.4% of households with children have 2 children and 14.9% of households with children have 3+ children. We have used the Annual Survey of Hours and Earnings (ASHE) to identify the average weekly gross household income within the Study Area. At £440.66, this gives an average annual household income within the Study Area of £22,914. Apportioning the number of Claimants with 1, 2 and 3 children across the Tax Credit Bands, gives an average claim of £55.96 per week, giving a total annual amount of £163,566,603.20.

Table 2 Expenditure on Child Tax Credit

Local Authority Area	Child Tax Credit
Average Cost Per Claimant Per Week (£)	£55.96
Claimants in Stoke-on-Trent	31,215
Claimants in Newcastle-under-Lyme	14,255
Claimants in Staffordshire Moorlands	10,740
Number of claimants within the Study Area	56,210
Total Cost Per Week (£)	£3,145,511.60
Total Cost Per Annum (£)	£163,566,603.20

Source: HM Revenue & Customs: Child and Working Tax Credit Statistics (2008)

This is the maximum figure that would be payable within the Study Area, however the actual figure that is paid out will be lower due to the take up of the credit not being 100%.

Housing Benefit – £182 million

Housing Benefit assists those people on a low income and need financial help to pay all or part of their rent, irrespective of whether they are working or not. In making our estimate of the total amount expended, we have used the Local Housing Allowance bands that are applied by each Local Authority to determine the amount than an individual would receive. The rates that apply within the Study Area are:

Table 3 Housing Benefit Rates

	1 Bed Shared	1 Bed S/C	2 Beds	3 Beds	4 Beds	5 Beds
North Staffs	£54.60	£80.55	£96.66	£113.92	£159.95	£200.80

In the absence of data identifying the proportion of properties with 1, 2, 3 or more bedrooms within each Local Authority, we have used the figure of £96.66 per week i.e. the amount which would be received by a person occupying a two bedroom property within the Study Area as a proxy measure.

Table 4 Expenditure on Housing Benefit

Local Authority Area	Housing Benefit
Average Cost Per Claimant Per Week	£96.66
Claimants in Stoke-on-Trent	24,790
Claimants in Newcastle-under-Lyme	7,800
Claimants in Staffordshire Moorlands	3,620
Number of Claimants within the Study Area	36,210
Total Cost Per Week	£3,500,059
Total Cost Per Annum	£182,003,047

Source: Single Housing Benefit Extract (SHBE) December 2009

Incapacity Benefit⁷ – £111 million

Incapacity benefit is a weekly payment for people under State Pension age who are unable to work because of illness or disability. Not all Incapacity Benefit Claimants will get the same amount, as there are three rates of Incapacity Benefit; two short-term rates where the lower rate is paid for the first 28 weeks of sickness (£63.75 per week) and the higher rate for weeks 29 to 52 (£75.40), and the long-term rate which applies to people who have been sick for more than a year (£84.50). For the purposes of this exercise, we taken the mid point of the three rates of benefit. We have then taken the average of the three to give a figure of £85.41 per week.

Table 5 Expenditure on Incapacity Benefit

Local Authority Area	Incapacity Benefit
Average Cost Per Claimant Per Week	£85.41
Claimants in Stoke-on-Trent	15,880
Claimants in Newcastle-under-Lyme	5,420
Claimants in Staffordshire Moorlands	3,670
Number of Claimants within the Study Area	24,970
Total Cost Per Week	£2,132,687.70
Total Cost Per Annum	£110,899,760.40

Source: ONS Crown Copyright Reserved [from Nomis on 8 April 2010] (August 2009)

Disability Living Allowance Claimants – £66 million

Disability Living Allowance is paid on two criteria, one which supports a Care Allowance and another which supports a Mobility Allowance. The two payments have a number of thresholds.

⁷ Replaced by the Employment Support Allowance for new claimants in October 2008

The Care Allowance is paid on three levels (high, middle or low) whilst the Mobility Allowance is paid at a high or low rate. Without knowing the precise numbers of people within the study area falling into each of these categories, it is difficult to identify an accurate average cost per claimant. For the purposes of this exercise, we have taken the average claim threshold for the Care Component (£46.05) the average from the Mobility Component (£34.40) and taken the average of the two to give an average weekly payment of £40.22.

Table 6 Expenditure on Disability Living Allowance

Local Authority Area	DLA
Average Cost Per Claimant Per Week	£40.22
Claimants in Stoke-on-Trent	19,530
Claimants in Newcastle-under-Lyme	7,150
Claimants in Staffordshire Moorlands	5,020
Number of Claimants within the Study Area	31,700
Total Cost Per Week	£1,274,974.00
Total Cost Per Annum	£66,298,648.00

Source: ONS Crown Copyright Reserved [from Nomis on 8 April 2010]

Income Support⁸ – £43 million

Income Support is additional money to help people on a low income who do not sign on as being unemployed. Assisting people to access better paid employment will help to reduce the expenditure on Income support. The amount of income support that can be claimed varies with circumstance. For the purposes of this exercise, we have calculated the average amount for Single Person award (£58.65) and the average Lone Parent award (£58.65) and the average award for a couple (£67.97) and then taken the average of these three figures to give an average claim for a typical person regardless of circumstance of £50.43 per week (assuming that the award for a couple is split at £33.98 per person).

Table 7 Expenditure on Income Support

Local Authority Area	Income Support
Average Cost Per Claimant Per Week	£50.43
Claimants in Stoke-on-Trent	11,500
Claimants in Newcastle-under-Lyme	3,225
Claimants in Staffordshire Moorlands	1,730
Number of Claimants within the Study Area	16,455
Total Cost Per Week	£829,825.65
Total Cost Per Annum	£43,150,933.80

Source: ONS Crown Copyright Reserved [from Nomis on 8 April 2010] (August 2009)

Jobseekers Allowance – £42 million

There were 12,815 people within the Study Area in 2009-10 claiming Job Seekers Allowance (JSA), claiming on average £63.06 per week or £3,279.12 per year. Jobseeker's Allowance is the main benefit for people who are not in employment and are looking for work. There are two types of JSA; 'Contribution-based Jobseeker's Allowance', applicable if you have paid or been credited with Class 1 National Insurance (NI) contributions in the relevant tax years (although note that self employed contributions will not generally qualify for Contribution-based

⁸ Replaced by the Employment and Support Allowance for new claimants in October 2008

Jobseeker's Allowance). Alternatively, 'Income-based Jobseeker's Allowance' is applicable based on the claimant's income and savings. The amount of benefit a claimant receives is dependent upon not only the type of JSA one is eligible for, but also the claimant's age, whether they are single or in a couple, the number of child they have and their children's ages, and whether they are lone parents. Also note that most families in receipt of Income Based Jobseeker's Allowance also receive support for their children through Child Tax Credit. For the purposes of this exercise, we have calculated the average amount awarded by age and the average amount awarded by type of person. We have then summed these figures and taken the average of the two to give an average payment of £63.06 per week.

Table 8 Expenditure on Job Seeker's Allowance

Local Authority Area	Job Seeker's Allowance
Average Cost Per Claimant Per Week	£63.06
Claimants in Stoke-on-Trent	8,570
Claimants in Newcastle-under-Lyme	2,820
Claimants in Staffordshire Moorlands	1,425
Number of Claimants within the Study Area	12,815
Total Cost Per Week	£808,113.90
Total Cost Per Annum	£42,021,922.80

Source: ONS Crown Copyright Reserved [from Nomis on 8 April 2010] (August 2009)

Attendance Allowance – £40 million

Attendance Allowance (AA) is a benefit that a person may get if they are aged 65 or over and need help with personal care because of physical or mental disability. It is not normally affected by income or savings. There are two rates of Attendance Allowance that are paid – a higher rate and a lower rate. For the purpose of this exercise, we have taken the average of the two figures, giving an average weekly payment per claimant of £59.60. The number of people claiming Attendance Allowance within the Study Area is relatively small, at only 12,900. However over the course of one year this amounts to £39,979,680.00 expended as benefit.

Table 9 Expenditure on Attendance Allowance

Local Authority Area	Attendance Allowance
Average Cost Per Claimant Per Week	£59.60
Claimants in Stoke-on-Trent	7,000
Claimants in Newcastle-under-Lyme	3,200
Claimants in Staffordshire Moorlands	2,700
Total number of claimants within the Study Area	12,900
Total Cost Per Week	£768,840.00
Total Cost Per Annum	£39,979,680.00

Source: Department of Work and Pensions

Council Tax Benefit – £43 million

Council Tax may be reprieved in whole or part, for people who are on a low income, either in work and on a low wage, or on a state benefit. This will be variable according to different people's financial situation and housing arrangements. Data provided by the three Local Authorities in the study area reveals that a total of 49,010 people are in receipt of Council Tax Benefit. In the absence of more up to date data for the Study Area, we have based our

assumed average weekly figure on research undertaken by Blackpool Council⁹ which identified a figure of £67.72 per month (2006-07) and accounted for inflation (3%) for the three intervening years to 2009-10. This gives a monthly payment of £73.85 per claimant, or £43,432,662 per year.

Table 10 Expenditure on Council Tax Benefit

Local Authority Area	Council Tax Benefit
Average Cost Per Claimant Per Month	£73.85
Claimants in Stoke-on-Trent	31570
Claimants in Newcastle-under-Lyme	10,930
Claimants in Staffordshire Moorlands	6,510
Total No of Claimants within the Study Area	49,010
Total Cost Per Month	£3,619,389
Total Cost Per Annum	£43,432,662

Source: Single Housing Benefit Extract (SHBE) December 2009

Free School Meals - £12 million

Free school meals are available to children whose parents or guardians are in receipt of one or more of the following benefits:

- Income Support
- Income-Based Jobseeker's Allowance
- Employment and Support Allowance (Income Related)
- Support under Part VI of the Immigration and Asylum Act 1999
- Families in receipt of Child Tax Credit will also qualify provided that (a) they are **not** entitled to Working Tax Credit, and (b) their annual income, as assessed by Her Majesty's Revenue and Customs does not exceed £16,190 as at 6 April 2010 (subject to annual review)
- Guarantee element of State Pension Credit

In the financial year 2009-10, £12,420,232.50 was paid by the three Local Authorities within the Study Area to cover the costs of providing free school meals to children within the education system. This was shared between 31,070 children of primary and secondary school age, at an average cost of £2.05 per meal provided (the true cost identified was £2.00 per meal per primary age pupil and £2.10 per meal per secondary age pupil). This gives a weekly expenditure per eligible child of £10.25 for each of the 39 weeks that make up a school year.

Table 11 Expenditure on Free School Meals

Local Authority Area	Free School Meals
Average Cost Per Child Per Week	£10.25
Total No of Claimants within the Study Area	31,070
Total Cost Per Week	318,467.50
Total Cost Per Annum	£12,420,232.50

Source: Staffordshire County Council

⁹ The Costs of Blackpool's Social, Economic And Environmental Deprivation to the Public Purse. The Case for Regenerative Intervention, October 2008

Employment and Support Allowance (ESA) – £5 million

Employment and Support Allowance replaced Incapacity Benefit and Income Support that is paid because of an illness or disability for new claimants from 27 October 2008. Evidence shows that people are better off in work – not only financially, but in terms of their health and well-being, their self-esteem and the future prospects for themselves and their family. Employment and Support Allowance offers people specific support and financial help, so that they can do appropriate work if they are able to. Two rates of ESA are identified for people under 25 years old and for people over 25 years old. For the purposes of this exercise, we have taken the average of the two, giving a weekly payment of £58.65 per claimant.

Table 12 Expenditure on Employment and Support Allowance

Local Authority Area	Employment and Support Allowance
Average Cost Per Claimant Per Week	£58.65
Claimants in Stoke-on-Trent	1,040
Claimants in Newcastle-under-Lyme	370
Claimants in Staffordshire Moorlands	230
Total No of Claimants within the Study Area	1,640
Total Cost Per Week	£96,186.00
Total Cost Per Annum	£5,001,672.00

Source: DWP Information Directorate: Work and Pensions Longitudinal Study 2009

Appendix 3

Stakeholder Consultation

Appendix 3 Stakeholder Consultation

Report of Stakeholder Event held on 1st February 2010

Attendees

Sue Baddeley
Mike Barr
Stephen Beck
Helen Beech
Kevin Bell
Peter Bradbury
Cllr. Silvia Burgess
Neale Clifton
Sue Dawson
Richard Day
Paul De Santis
Ken Edmondson
Brian Edwards
Ruth Egal
Jonathan Foster-Clark
Paul Francis
Michael Frewer
Robert Gatensbury
John Gibson
Mike Gilbert
Jane Gratton
Owen Griffith
Mark Hancock
Austin Hannaby
Ray Heath
Christine Hemming
Mark Herbert
Debbie Hope
Phil Huff
Chris Jackson
Tim Jeffcoat
Laura Jones
Kelvin Knapper
Austin Knott
Kat Lacy
Mike Lambden
Faye Lambert
Euan Lindsay
David Lingwood
Gordon Lomax
Sarah Loynes
Grady McLean
Roger Miller
Alexandra Moores
Susan Murray
Malcolm Newman
John Nichol
Tim Nicholson

Representing

University Hospital of North Staffs
Cycle2000
Fulford Parish Council
Newcastle-under-Lyme Borough Council
North Staffs Regeneration Partnership
AECOM Consultancy
Kingsgrove Town Council
Newcastle-under-Lyme Borough Council
Bus Users UK
Daniel and Hulme (& City Centre Partnership)
First Potteries Limited
North Staffordshire Rail Promotion Group
Stoke-on-Trent City Council (Highways & Transportation)
North Staffs Friends of the Earth
Atkins Consultancy
Potteries Shopping Centre
Bakerbus
Stafford Borough Council
Kingsgrove Environment Watch Response Group
North Staffs Regeneration Partnership
North Staffs Chamber of Commerce
Public Realm Project
Alton Towers Transport
North Staffs Rail Promotion Group
Kingsgrove Environment Watch Response Group
British Waterways
GVA Grimley
North Staffordshire Regeneration Partnership
Highways Agency
British Motorcycle Federation
D & G Coach and Bus Limited
Stoke-on-Trent City Council (Highways & Transportation)
Staffordshire Fire and Rescue Service
Stoke-on-Trent City Council (Highways & Transportation)
Stoke-on-Trent City Council (Highways & Transportation)
National Express
North Staffordshire Community Rail Partnership
St. Modwen
Rector of Stoke & Churches City Link Officer
Portmeirion Group
AECOM Consultancy
Natural England
Bagnall Parish Council
Stoke Healthy City
Natural England
North Staffordshire Regeneration Partnership
Stoke-on-Trent City Council (Highways & Transportation)
Peak District National Park Authority

Attendees

David Nock
 Cllr Martin Oxby
 Matt Oxby
 Peter Peake
 Colin Pearson
 Colin Phoenix
 Mike Pidduck
 Samantha Pinnock
 Darren Price
 Pete Price
 Julian Read
 Lyn Rowe
 John Russell
 Tim Saunders
 Janet Searles
 Bob Simpson
 Alan Smith
 David Stubbs
 Nicola Swinnerton
 Richard Talbot
 Goktug Tenekeci
 John Titlow
 Sean Walsh
 Cllr Brian Ward
 Robert Wood
 Steve Wood

Representing

Highways Agency
 Fulford Parish Council
 Stoke-on-Trent City Council (Highways & Transportation)
 NHS
 North Staffs Rail Promotion Group
 Michelin Tyre plc
 Kidsgrove Environment Watch Response Group
 Highways Agency
 Urban Vision North Staffordshire
 Stoke-on-Trent City Council (Highways & Transportation)
 The Burslem Regeneration Company
 Sentinel
 CPRE Staffordshire
 The Sentinel
 Transition Leek
 Government Office West Midlands
 North Staffordshire Regeneration Partnership
 Stoke-on-Trent City Council (Highways & Transportation)
 Staffordshire County Council
 Penkhull Residents Association
 Pell Frischmann Consultancy
 Longton United Reformed Church
 Newcastle-under-Lyme Borough Council
 Stoke-on-Trent City Council (Cabinet Member)
 Fuchs Lubricants (UK) plc
 Caldron & Uttoxeter Canals Trust

74 attendees

Introduction

- Cllr Brian Ward (Portfolio Holder for Regeneration and Deputy Council Leader for Stoke-on-Trent City Council) welcomed the attendees and set out the importance of the day for developing a new strategy for transport for North Staffordshire.
- Presentation given by Pete Price (see Annex 1).

Overview of Regional DaSTS Study Work

- Presentation given by Jonathan Foster-Clark (see Annex 2).

North Staffordshire Connectivity Study

- Presentation given by Peter Bradbury (see Annex 3).

A50/A500 Study

- Presentation given by David Nock (see Annex 4).

Open Forum Discussions

- There was around 60 minutes of open discussion of transport and regeneration issues and potential solutions.
- The question of the development of the longlist of interventions was the key discussion issue. There were a number of suggestions from the floor of proposals which were suggested should be considered in the longlist.
- It was noted that any proposals needed to be justified on the basis of how well they would be likely to score against an appraisal framework – in particular related to how they would deal with the identified problems, how well they meet wider policy objectives, how well they would score for affordability and deliverability, and how they meet the DaSTS goals

- A proforma for any proposed interventions from stakeholders was suggested, aimed at ensuring that interventions were related to the issues and problems identified and covering:
 - The issue or problem being addressed
 - A description of the proposed solution
 - The estimated capital and revenue cost
 - How well the proposal was likely to impact on each of the DaSTS goals
 - Evidence to support the proposal (particularly fit with strategic policies)
- There was a discussion on the implications for bus operators of any proposed changes in the network coverage or quality of operation, particularly in relation to competition law and the introduction of a new service such as Streetcar.
- There was a discussion of the issues facing the conurbation in terms of attracting jobs and investment and the ways in which transport could help to support inward investment.
- A more complete note of the issues raised is given below.

Closing Remarks

- Pete Price gave a summing up of the key messages from the presentations and the discussion. The regeneration of the major urban area was the most important aspect of the study. The work would now progress to the preparation of a longlist of interventions and their appraisal. A second stakeholder event would be held in late March/early April to allow those involved to present the further work and to enable stakeholders to influence the study and in particular the longlist and shortlist.

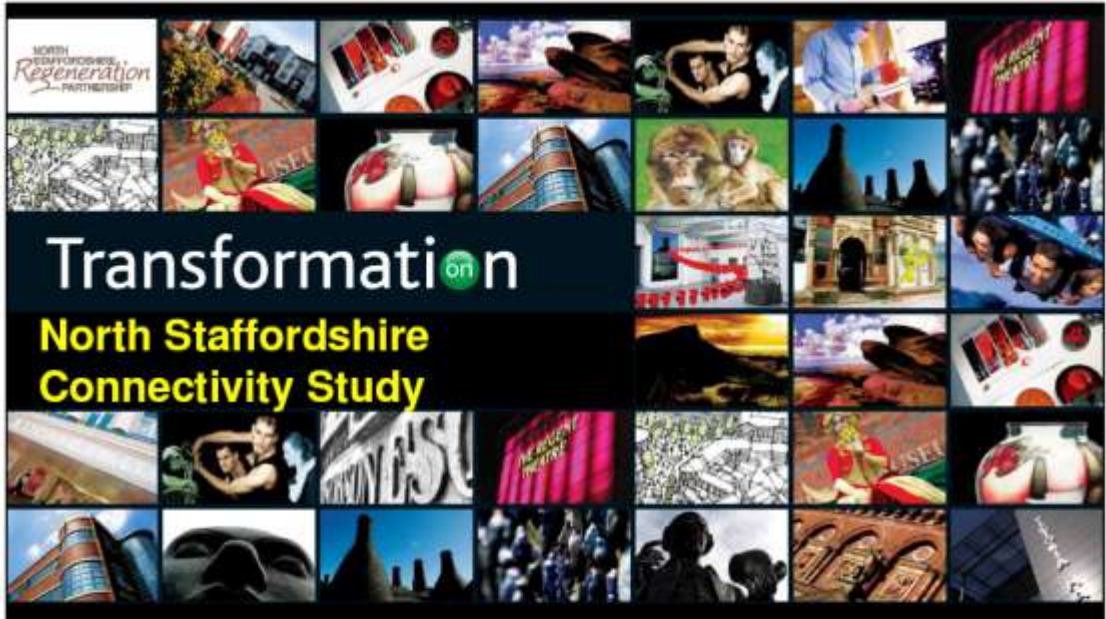
Questions and Answers

Issue	Response
Debbie Hope – Renew Evidence base to produce long list. Are smaller interventions included on list?	Yes. A number of smaller interventions, funded like Cycling City and Integrated Transport Block, will be included, not just major schemes
Unknown A500 Wolstanton. What are works underway at the moment?	Maintenance works
Ken Edmondson - North Staffs Rail Promotion North Staffs has suffered from loss of rail infrastructure and lack of associated industry. North Staffs used to be self sufficient in transport. Holistic delivery from coal for fuel to steel for track. North Staffs not really part of West Midlands. Links to Derby and Manchester and Liverpool are stronger. A500 has bought traffic through the centre of the conurbation.	Points understood. East West Rail connectivity is not as good as North South but North South (WCML) is good.
David Lingwood - Rector of Stoke & Churches Link Officer. Internal connectivity issues are due to historic geographical reasons. The Civic Centre of the City is in Stoke not in the city centre. Links between Stoke, the railway station, the University Quarter and City Centre are most important.	Agreed. University Boulevard and Streetcar will provide better PT links but need to be assessed as part of the study.

Issue	Response
<p>Unknown Where is final decision made on what gets done?</p>	<p>Depends on scale of proposals. Smaller proposals can be funded by the City Council through LTP, major proposals through Regional and National Government assessment. Stoke to City Centre part of the Streetcar proposal and is a major scheme.</p>
<p>Mike Frewer - Bakerbus Bus industry is struggling in circumstances described in presentations. Bus operators know these problems and have first hand experience. Consultation with bus operators needed through a bus operators forum.</p>	<p>Agreed bus operators forum needed. Further progress needed on QBP and City Centre group.</p>
<p>Paul de Santis - Firstbus Bus operation at a watershed. Congestion is affecting services making operation and use of buses unrewarding, causing a vicious circle of decline. Bus priority measures needed urgently.</p>	<p>Points understood. Need QBP and bus priorities included in longlist.</p>
<p>Christine Hemming - British Waterways Timescale for additional longlist suggestions?</p>	<p>As soon as possible. Needed by end of March at latest.</p>
<p>Sue Baddeley - UHNS £400m hospital - need help on Travel Plan and transport support. Competitive edge of bus has been dulled</p>	<p>Recognise importance of hospital and numbers of people travelling there by car. Travel plans need teeth.</p>
<p>Kevin Bell - Regeneration Manager Stoke Town Centre Promotion of benefits and strengthening of external connectivity needed, particularly Stoke Town being next to railway station.</p>	<p>Point noted. Need to ensure all parts of the conurbation are well connected to the outside world.</p>
<p>Barry Proctor - RHA How much will Streetcar cost? Subsidised bus services facing significant budget cut.</p>	<p>Streetcar will cost around £30m. Revenue and capital budgets are dealt with differently by City Council.</p>
<p>Neale Clifton - N-u-L A suggestions form would be useful for people to complete. Has rail been ruled out? North Staffs thinking is needed - things don't stop at boundaries. For example signing. Places such as Keele University should be signed from the City even though it is in Newcastle-under-Lyme.</p>	<p>Proforma to be circulated to help people make suggestions. But need to start from problems/issues and ensure that solution meet DaSTS goals and are affordable. Agree that signing of key destinations is an issue and will be included in longlist.</p>
<p>Tim Saunders - Sentinel Is the study part of transport and economic vision? There has been a lack of joined up thinking in the past.</p>	<p>Point noted. The whole reason for the study is to ensure that transport supports the local economy and the regeneration of the region.</p>

Issue	Response
<p>Darren Price - Urban Vision</p> <p>Good to see connectivity and place being studied. As an outsider, legibility is not easy and the layout of the city is difficult to understand. The A500 does a good job of enabling you to drive through North Staffordshire but doesn't enable easy and legible turn-offs. The junctions don't have landmarks and town centres are away from junctions are not well connected to A500, such as Burslem. It is not clear how the city works.</p>	<p>Point noted. Ensuring that the city centre is understood is one of the key initiatives of the sub-region. The six towns have their own identities. Signing could be an important proposal in the longlist. Measures to improve the sense of place are also likely to be important.</p>
<p>Ruth Eagles - North Staffs Friends of the Earth</p> <p>As the economy improves there is a possibility that people will want to have 2 cars. How do we encourage people to choose cycle and bus rather than needing a 2nd car. Will there be a calculation of carbon savings in the analysis? In North Staffs people buy a cheap car to access things. It is important to encourage people to choose sustainable travel</p>	<p>Point noted. Many of the longlist interventions will be aimed at sustainable travel and there will be a limited number of road improvements. The government recognises that reducing carbon emissions is as important as the other transport goals.</p>
<p>Lyn Rowe - Sentinel</p> <p>University Quarter student population is expected to increase. How will this work without Streetcar and University Boulevard?</p>	<p>Those schemes are needed and are likely to be a priority. The isolation of Stoke Station from the city centre is recognised. A new station could be provided in Etruria Valley but may be too difficult. Buses are concentrated on the main movements. Employers should be made to manage staff travel movements. It is recognised that there are issues of place outside the railway station.</p>
<p>Mike Barr - CTC</p> <p>Many journeys are short and could be done by a walking or cycling. The widespread lowering of speed limits across residential areas to 20mph would remove a barrier to this.</p>	<p>Travel patterns show many local journeys are made by car which could be switched to walking or cycling with the right incentives. It is sometimes difficult to distinguish which routes are main and which are residential.</p>
<p>Tim Nicholson - Peak District National Park Authority</p> <p>The authority's aim to promote visits to Peak District in a sustainable manner. Will the study look at this?</p>	<p>The study is likely to concentrate on the conurbation as that is where the most economic issues are located, but connectivity to tourism destinations in the Peak District is important to promote North Staffs as a desirable destination.</p>
<p>Mike Frewer - Bakerbus</p> <p>When will City Centre Bus Station be started?</p>	<p>Start on site expected 1st Quarter 2011</p>

Annex 1 – Presentation by Pete Price



North Staffordshire Connectivity Study

- **DaSTS – Delivering a Sustainable Transport System**
 - Eddington (2006) – transport and the economy
 - Stern (2006) – climate change
- **National DaSTS studies**
 - Focussed on key national and regional issues
- **North Staffordshire Connectivity Study**
 - Connectivity problems – strategic and local
 - Regeneration and employment challenges



DaSTS goals

- Support economic competitiveness and growth
- Reduce transport's emissions of CO₂ / GHGs
- Better safety, security and health
- Greater equality of opportunity ... fairer society
- Improve quality of life (inc natural environment)



Agenda

1. Introduction (**pete price**)
2. Regional perspective (**jonathan foster-clarke**)
3. North Staffordshire Connectivity Study – progress and early findings (**peter bradbury**)
4. A50/A500 Managed Roads Study (**davidnock**)
5. Next steps (**jonathan foster-clarke**)
6. Questions (**you!**) and answers (**us!**)
7. Future engagement with you

What does the study mean for us?

- Opportunity ... to review:
 - Role of transport in economic growth
 - Impact of transport on environment
 - Affordability / deliverability
 - Long term transport strategy ... LTP3's Stoke & Staffordshire



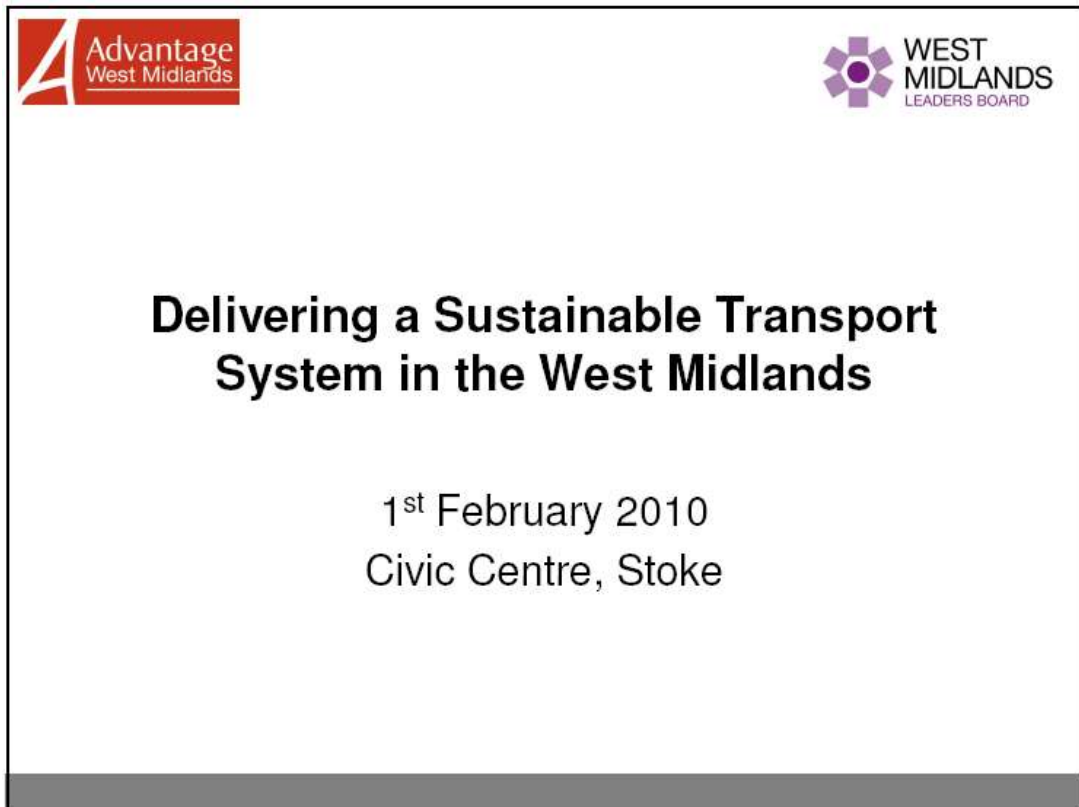
A vision?

- To deliver a transport system that can be sustained and is affordable and which helps North Staffordshire achieve its potential as a great place to live and work




DRAFT

Annex 2 – Presentation by Jonathan Foster-Clark



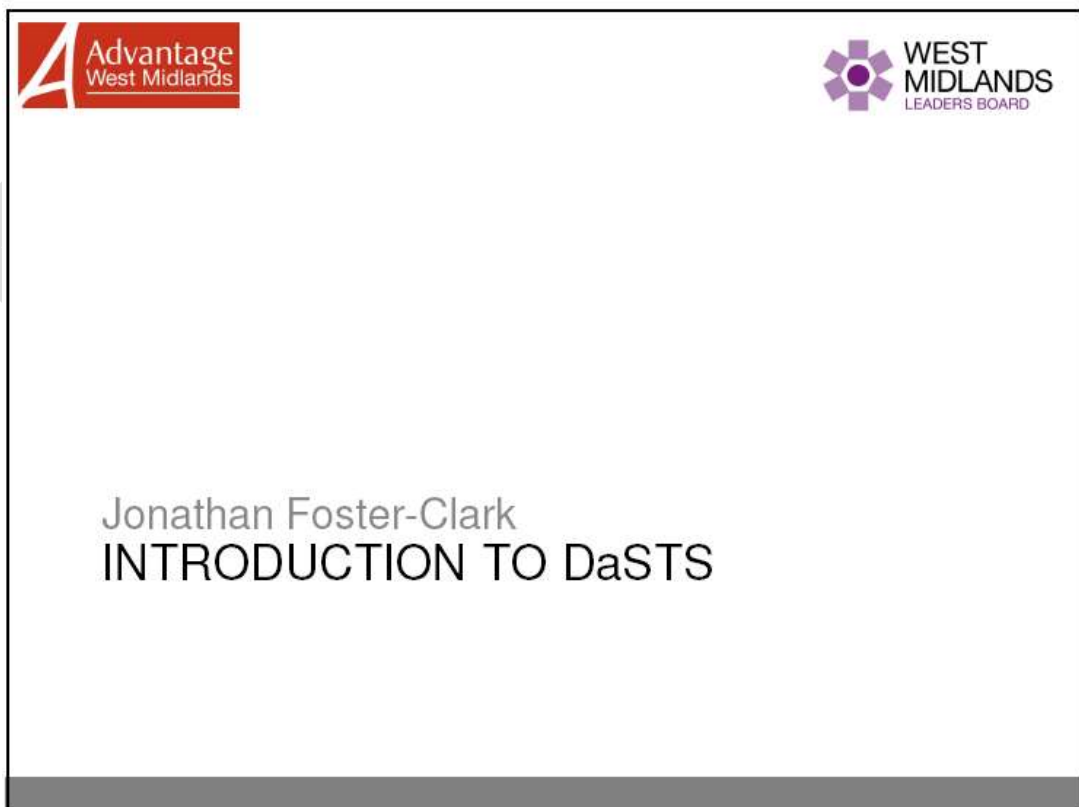
4 Advantage West Midlands




Delivering a Sustainable Transport System in the West Midlands

1st February 2010
Civic Centre, Stoke

This slide features the Advantage West Midlands logo in the top left and the West Midlands Leaders Board logo in the top right. The main title is centered in a large, bold font. Below the title, the date and location of the presentation are listed. A grey bar is at the bottom of the slide.



4 Advantage West Midlands



Jonathan Foster-Clark
INTRODUCTION TO DaSTS

This slide features the Advantage West Midlands logo in the top left and the West Midlands Leaders Board logo in the top right. The presenter's name and the title of the presentation are centered. A grey bar is at the bottom of the slide.



Setting the Scene

- Shadow Joint Strategy and Investment Board – West Midlands Leaders Board and Advantage West Midlands
- A significant amount of work has taken place to get to this point
- Main Contacts:
 - Danny Lamb – d.lamb@wmleadersboard.gov.uk
 - Helen Krowiak – helenkrowiak@advantagewm.co.uk



What is DaSTS?

- DfT Guidance gives a strong steer
- Builds on Eddington and Stern
- Five goals
- Identifies transport priorities from 2014 onwards



Regional Strategies and Priorities

- West Midlands Regional Spatial Strategy (including Regional Transport Strategy);
- West Midlands Economic Strategy;
- Regional Housing Strategy;
- Climate Change Action Plan;
- Regional Transport Priorities Action Plan; and
- Regional Funding Advice (Round 2)



Key Challenges for the region

- Supporting the economy;
- Delivering housing needs;
- Taking positive action to tackle climate change; and
- Working within financial constraints



DaSTS Process

- Logical – we look at the challenges first
- ‘Agnostic’ – all modes / wider causes
- Joined-Up – integrated with five goals

**IT IS NOT JUST A TRANSPORT STUDY ...
... IT IS ABOUT HOW WE HELP TO SOLVE THE
WIDER CHALLENGES ACROSS THE REGION**



Key Milestones

- JSIB Submit Work Programme – June 2009
- DfT Approve Work Programme – December 2009
- Review Evidence / Study Objectives – February 2010
- Identify Potential ‘Interventions’ – March 2010
- Submit Progress Report – June 2010 (was April 2010)
- Recommended Package(s) – Spring 2011



Jonathan Foster-Clark
WEST MIDLANDS WORK PROGRAMME



Proposed Work Programme (June 2009)

- Identified a series of specific travel challenges under three key themes:
 - More sustainable communities across the West Midlands;
 - Better travel choices, supporting a stronger, lower carbon economy; and
 - More efficient and reliable journeys in urban areas and connecting the region



Proposed Work Programme (June 2009)

- And Places:
 - Birmingham, Solihull and the Black Country;
 - Coventry / North Warwickshire Corridor;
 - North Staffordshire; and
 - Shrewsbury, Hereford and Telford



Agreed Work Programme

- In December 2009 the DfT announced:
 - Access to Birmingham (joint study with DfT)
 - North Staffordshire Connectivity Study
 - Improving Connectivity in the Coventry North-South Corridor
 - Growth Points Connectivity Study (Hereford, Shrewsbury and Telford)
- Supported by cross-cutting activity to coordinate the study work and engage stakeholders



Scope of the Studies

- Review evidence
- Identify the most promising interventions/packages
- Input to Regional Progress Report
- Future work to develop packages and assess impacts



Key Outcomes of the Studies

- Programme of interventions for 2014/15 - 2018/19;
- Indicative programme for 2019/20 - 2023/24; and
- Assessment of impacts on economic performance and carbon emissions



Jonathan Foster-Clark

NEXT STEPS



Next Steps

- Maintaining momentum – initial study work to be completed in March
- Collating the findings – work to develop Regional Progress Report
- Regional stakeholders to scrutinise our work – looking to make the best possible case to DfT
- Regional Progress Report to be submitted in June
- DfT has made clear its expectations – only high quality work will be taken further forward – we have to make a compelling case for our region
- Subject to the assessment of DfT, the next phase of work could move forward later this year.

Annex 3 – Presentation by Peter Bradbury



Delivering a Sustainable Transport System DaSTS Goals

To support national economic competitiveness and growth, by delivering reliable and efficient transport networks

To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change

To contribute to better safety, security and health and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health

To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society

To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment

North Staffordshire Connectivity Study
Stakeholders Meeting
01 February 2010

North Staffordshire Connectivity Study Study Objectives

- To reduce congestion and improve journey reliability on the strategic highway network across North Staffordshire, through better management and prioritisation of traffic movements within and through the study area
- To improve the capability, capacity and attractiveness of public transport as an option for travel to, from and within the North Staffordshire Conurbation
- To deliver a reduction in travel the level of transports contribution to greenhouse gas emissions, thereby positively contributing to tackling climate change
- To decrease the modal share of peak time journeys by car
- To significantly enhance opportunities for transport to contribute positively to peoples safety security and health, for example through the availability of travel modes that are beneficial to health
- To deliver a transport system which is more inclusive for all members of society, in terms of accessibility and affordability

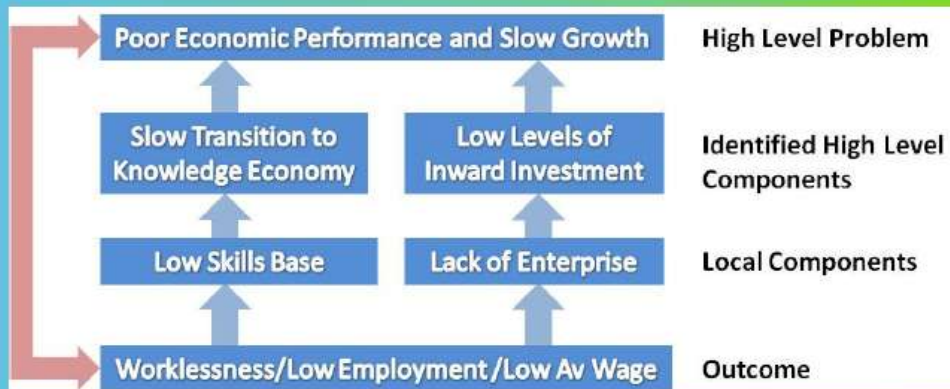
North Staffordshire Connectivity Study
Stakeholders Meeting
01 February 2010

North Staffordshire Connectivity Study Stage 1 Objectives

- To understand the patterns of travel in the conurbation
- To identify which journeys are most important to the economy
- To understand how travel conditions inhibit economic activity
- To identify the most inhibiting factors and what are their underlying causes

North Staffordshire Connectivity Study
Stakeholders Meeting
01 February 2010

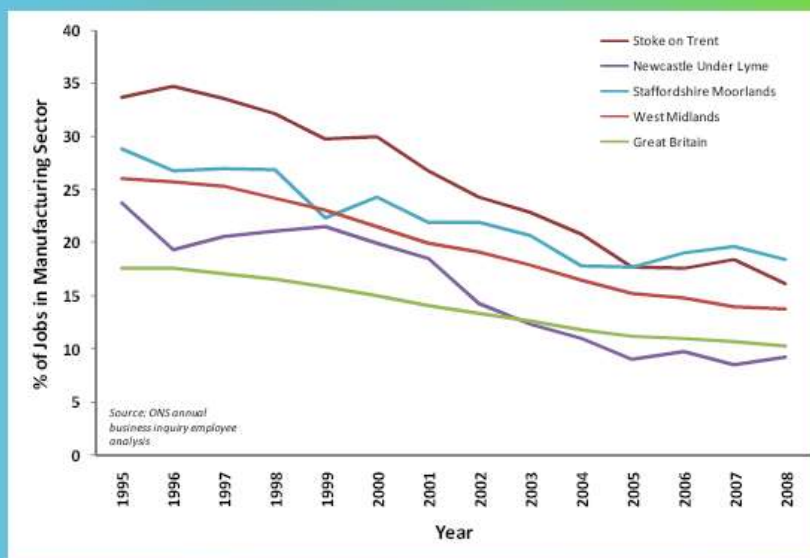
Key Economic Challenges for N Staffs



North Staffordshire Connectivity Study
Stakeholders Meeting
01 February 2010



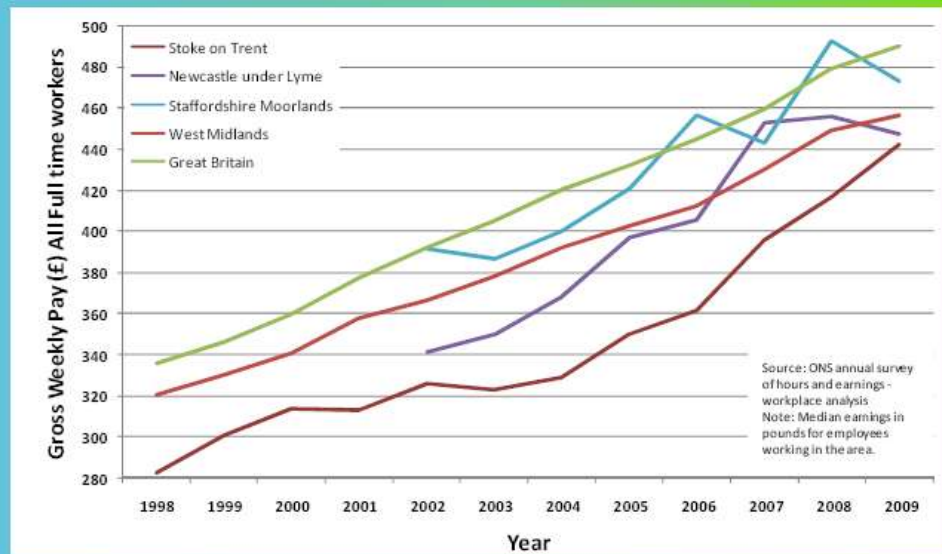
Changes in Manufacturing Jobs 1995-2008



North Staffordshire Connectivity Study
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01 February 2010



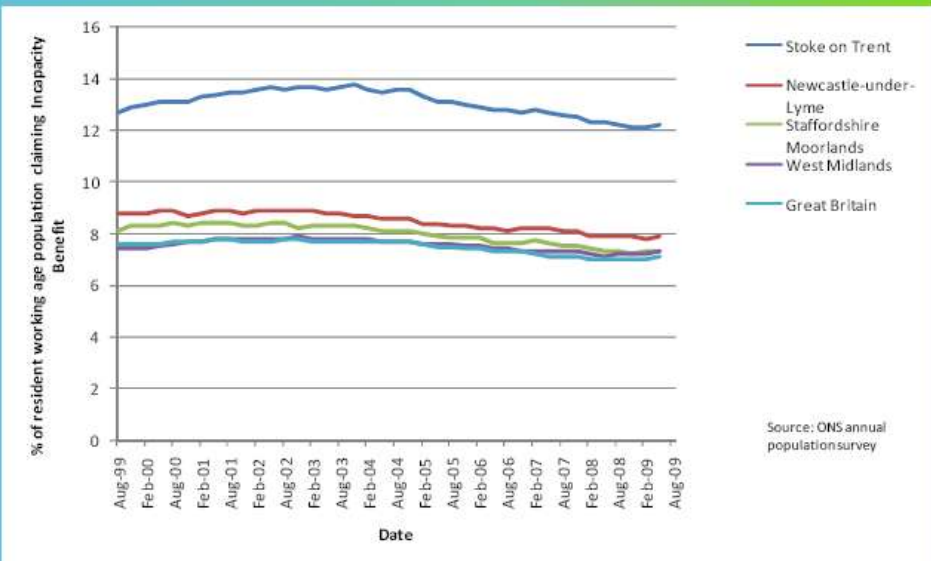
Changes in Gross Weekly Pay 1995 to 2008



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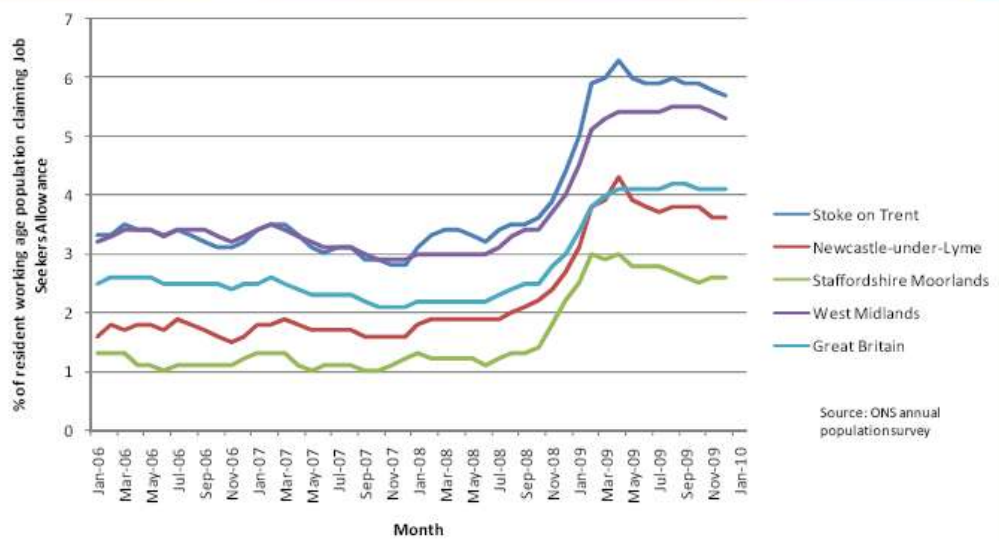
Incapacity Benefit Claimants



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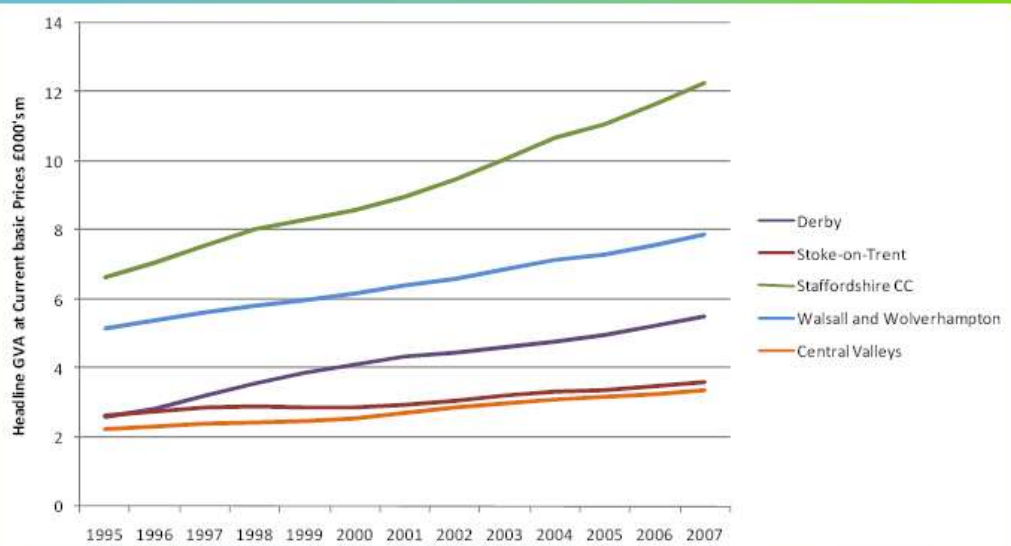
Job Seekers Allowance Claimants



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GVA Comparisons



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Economic Issues and Potential Transport Contribution

Economic Issues	Transport's Potential Contribution
➤ Poor comparative economic performance	➤ Improved internal and external connectivity to attract inward investment from knowledge industries
➤ Significant differences in economic performance within the area	➤ Improved internal connectivity for locations where economic performance is poor
➤ Slow transition to a knowledge economy	➤ Improved internal and external connectivity to attract inward investment from knowledge industries and to connect Universities and associated industries
➤ Low employment rate	➤ Improved accessibility to employment areas by public transport and non-car modes
➤ High level of incapacity benefit claimants	➤ Improved access to health facilities by public transport
➤ Low average earnings	➤ Improved internal and external connectivity to attract inward investment from knowledge industries
➤ Lack of an enterprise culture	➤ Improved access to FE colleges by public transport
➤ Low overall skills base	➤ Improved access to FE colleges by public transport
➤ High levels of worklessness	➤ Improved access to jobs and education facilities by public transport
➤ Low levels of inward investment	➤ Improved internal and external connectivity to attract inward investment from knowledge industries

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Connectivity, Accessibility and Congestion

Connectivity	Accessibility	Congestion
The quality of the transport network in providing access between places that people want to travel to, measured by travel times and journey reliability	The degree to which key services and employment can be easily reached by everyone, including those with disabilities or no access to private cars	The temporary impairment of connectivity during periods of high demand or when system capacity is temporarily reduced (e.g. by an incident)
This is the ease with which the transport network provides access between places. Good connectivity is vital to the future economic growth of urban areas and can help to provide wider economic benefits to businesses	Poor accessibility within urban areas limits access for people to get to jobs and public services, and the access of businesses to people and customers. Good accessibility, particularly by public transport, is an essential part of the development of successful cities	The cost of congestion in large urban areas on the busiest routes is significant and impacts directly on the economy. Delays due to congestion are likely to increase if more movement is generated by growth in the economy without any provision of additional capacity or the management of demand for travel
Good connectivity within and into the conurbation is vital to future economic growth. Most benefits of connectivity come from time savings, but agglomeration is important in dense urban areas. However, connectivity is difficult to measure and there is little evidence on how well UK towns and cities perform	There are pockets of poor accessibility in the conurbation (and even greater pockets in rural areas) that can limit access to jobs and public services for those without access to cars	The cost of congestion is highest in the conurbation and during peak times. Reliability is often as important as congestion, providing that reliability improvements are not offset by significantly increasing journey time. Without intervention, congestion and the cost of excessive congestion in the conurbation are anticipated to increase significantly over the next 15 years

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Connectivity

Connectivity from the conurbation to key external destinations is generally good

However, the issues of capacity and congestion on the M6 through North Staffordshire, and congestion at Junction 15 in particular, are growing and will need to be resolved if this key link in the national road network is not to result in impacts on North Staffordshire and other major urban areas

Internal connectivity is generally poor away from the trunk road network

This reinforces the way in which the current infrastructure acts as a barrier to rather than supporting economic growth

Recent projects have improved internal connectivity and local transport infrastructure, but much remains to be done to connect the city and its environs internally

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Accessibility

There are no major car-based accessibility problems in North Staffordshire

Access by public transport in the urban core is generally good

Key areas for future action should be access to employment and hospital services as well as giving access to food shopping and education facilities some attention

Access to facilities by bus in the evening and on Sundays is generally poor

More frequent bus services are needed in some areas to reach the City Centre or Newcastle Town Centre

Too many public services are centralised and this reduces people's options to travel.

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Congestion

- The levels of congestion in the conurbation are not untypical of large urban areas.
- Congestion tends to be associated with problems at junctions, particularly roundabouts, where there is limited opportunities for traffic control and management.
- Congestion on links is associated with barriers such as railways where crossing places are limited to major roads or where the road is more attractive than the alternative routes even when the capacity is exceeded.
- Frontage access and parking on major roads results in conflicts between the use of roads for access and connectivity and their use for other purposes such as shopping and commerce.
- There is a lack of opportunity to effectively bypass smaller centres without causing significant environmental and severance issues.
- The management of traffic on major roads to accommodate movement as well as local commerce is an essential part of the management of congestion in the conurbation.

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Underlying Causes (1)

Transport Issue	Explanation	Underlying Causes
<p>Poor internal connectivity, accessibility and localised peak-hour congestion results in business and other economic costs which are not offset by other (more positive) factors</p>	<ul style="list-style-type: none"> ➢ Internal connectivity is generally poor away from the trunk road network, reinforcing the way in which the current infrastructure acts as a barrier to rather than supporting economic growth. ➢ There are clear issues with the severance that the A500, West Coast Main Line and the Trent & Mersey Canal create in the centre of the conurbation, with limited numbers of crossing points and congestion at junctions on the A500 for east-west traffic movements. ➢ Congested and unimproved routes within the urban area can cause significant loss of connectivity if there are no good alternative routes available. 	<ul style="list-style-type: none"> ➢ The main highway network away from the M6/A50/A500 is generally single carriageway with frontage access directly onto the road and, due to the nature of the conurbation, is both congested and slow moving for much of the day. ➢ The principal underlying cause of the issue is that, aside from a small number of improved or new roads, there has been only limited work to manage traffic on major roads to ensure better traffic flow. ➢ On-street parking and frontage deliveries remain in place on many parts of the network and the capacity of key junctions has not been improved due to budget and land constraints. ➢ Major connecting road in the conurbation often have to operate at a lower level in the route hierarchy due to their historic usage which is difficult to remove or improve despite the desire of the highway authority to control usage more closely.

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Underlying Causes (2)

Transport Issue	Explanation	Underlying Causes
<p>Access to jobs and higher education facilities by public transport is relatively poor</p>	<ul style="list-style-type: none"> ➢ Despite the levels of car ownership and car use in the conurbation, there are still many people in North Staffordshire who find access to key services and local facilities difficult or impossible. ➢ Over 31% of households have no access to a car and a further 45% have access to only one car. ➢ These households are much more reliant on local facilities providing them with food or essential services and their choice of accessing jobs and training will be less than car owning households. ➢ Although accessibility by public transport is generally good, journey times are relatively poor in comparison to car, in particular for those attempting to access Newcastle from the east side of the A500. 	<ul style="list-style-type: none"> ➢ The travel to work pattern in the conurbation is quite dispersed and, as the core bus network is based on services to and from the City Centre and Newcastle-under-Lyme Town Centre, a large number of people have no direct home to work bus service. ➢ There is a concentration of routes from the City Centre, Newcastle Town Centre and Longton Interchange and significant levels of penetration into housing estates, but there is little evidence of the bus network being sufficiently well planned to provide an attractive alternative to the car for most journeys. ➢ Punctuality and reliability remain an issue for the bus services in the conurbation, primarily caused by the interaction of services with traffic on major routes. ➢ There are limited lengths of bus priority in the urban area which have been shown elsewhere to improve journey times and hence punctuality and reliability.

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Underlying Causes (3)

Transport Issue	Explanation	Underlying Causes
<p>The City Centre is not sufficiently attractive for visitors and for potential investors due to the poor public facilities and access problems</p>	<ul style="list-style-type: none"> ➢ Traffic signing for the City Centre is ambivalent and confusing to non-residents and the provision of public transport interchange facilities in the City Centre is poor. ➢ Internal traffic signing and road numbering needs to be improved to ensure that locations are properly signed and the city centre in particular is clear to visitors and potential investors. ➢ The bus station is of very poor quality and is no longer appropriate for a city which seeks to attract inward investment. ➢ The public realm around the City Centre is poor and is in need of a major upgrade if the City Centre is to compete with external competition. ➢ The public transport connections between the Railway Station and the City Centre are poor and difficult for visitors to understand and use. ➢ Many of the publicly owned car parks are unattractive and are poorly maintained 	<ul style="list-style-type: none"> ➢ Lack of investment in transport facilities in the City Centre and limited maintenance budgets over many years has resulted in a degraded environment for visitors to which will be costly and difficult to correct. ➢ A start has been made through the Public Realm Strategy for the City Centre but significant investment in facilities, particularly for the new Bus Station, is required urgently. ➢ Lack of investment in parking and in public transport to improve access to the City Centre, particularly from the Railway Station, is a key underlying cause.

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Underlying Causes (4)

Transport Issue	Explanation	Underlying Causes
A lack of funding for maintenance and renewal of transport infrastructure has resulted in a degraded public environment throughout the conurbation	<ul style="list-style-type: none"> ➤ The degraded public environment throughout the conurbation, exacerbated by a degraded private environment caused by lack of inward investment and a low wage economy, results in a poor image and a poor external image. ➤ Poor transport maintenance leads to degraded public environments, including potholes, patched, rutted and crazed roads, cracked and uneven paving, parking damaging verges, graffiti and vandalised public facilities, which in turn leads to a negative cycle of decline and requires significant funding and effort to remove. 	<ul style="list-style-type: none"> ➤ Lack of investment in public realm and in particular in basic transport maintenance over many years is the primary underlying cause of degraded public environment. ➤ Other, more successful, cities have invested significant funds in transport and public spaces and have sought to ensure that major roads are both maintained in engineering terms and in quality and environmental terms.








Constraints on Development of Transport Interventions

- The four major transport schemes in regional funding advice for 2009-2014 may not all be funded due to government deficit
- Funding for major transport schemes in 2014-2019 period is likely to extremely limited
- Local government revenue and capital budgets likely to be reduced for 10 years or more
- All schemes over £5m need to go through long and complex development process (4-5 years to develop)

Next Steps

- Longlisting of potential interventions (during February)
- Appraisal of potential interventions against DaSTS and Study Objective (during February)
- Interim report to Region (end of February)
- Shortlisting of potential interventions (during March)
- Report on most promising interventions and development of next stage of the Study (during April)

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Longlisting Potential Interventions

- Streetcar
- City Centre Public Transport Interchange
- City Centre - Bentilee Link
- University Boulevard
- City Centre Signage Strategy
- Park & Ride
- Burslem SE Link Road and NW Link Road
- Potteries Way SW Link and NW Link
- Cycle City Projects
- Area-wide traffic management
- Key junction improvements
- Further bus priorities
- Major road traffic management strategies
- Newcastle-under-Lyme (Urban) Transport and Development Strategy
- Staffordshire Moorlands District Integrated Transport Strategy
- M6 Managed Motorways Project
- M6 Junction 15 Improvement
- A50/A500 Managed Roads Project
- Demand management
- Review bus network
- More cycling facilities
- Road safety schemes

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Annex 4 – Presentation by David Nock

Pell Frischmann



A50/500 Study

Highways Agency

Smart Roads?

excellence through innovation

Pell Frischmann



Achieving Sustainable Transport

- Sustainable Transport & ITB
 - Providing choice
 - Supporting modal shift
 - Carrot and stick
- Technology: ITM
 - Congestion Detection
 - Demand Management
 - Prioritisation

excellence through innovation



- Pell Frischmann
- ## Stage 1 (December 09 – March 10)
- Concept Architecture and Toolkit Tailored to A38 and Stoke (IDM Toolkit)
 - Data Analysis (Planning, Traffic, Environmental)
 - Optioneering (ITM, ITB/PT, Highway)
 - Planning benefits
- excellence through innovation

Pell Frischmann

Stage 2 (April 10 – November 10)

- Options Packages and Testing
- Initial Appraisal
- Modular Delivery
- Funding Mechanisms



excellence through innovation

DRAFT

Report of Stakeholder Event held on 6th April 2010

Attendees

Sue Baddeley
 Peter Bradbury
 Philip Chatterley
 Gavin Clarke
 Mark Collins
 Susan Dawson
 Richard Day
 Paul De Santis
 Ruth Eagle
 Ken Edmonson
 Mathieu Evans
 Jonathan Foster-Clark
 Michael Frewer
 Mark Gater
 Michael Goodwin
 Jane Gratton
 Owen Griffith
 Austin Hannaby
 Jon Heal
 Ray Heath
 Mike Herbert
 Chris Jackson
 Austin Knott
 Mike Lambden
 Mark Lawrence
 Euan Lindsay
 Sarah Loynes
 Julie Mould
 John Nichol
 Tim Nicholson
 Matt Oxby
 Sui-Ann Pang
 Colin Phoenix
 Mike Ramsey
 Mark Richards
 John Russell
 Bob Simpson
 Alan Smith
 Nicola Swinerton
 Goktug Tenekeci
 Duncan Warner

Representing

University Hospital of North Staffs
 AECOM Consultancy
 Cycle Stoke
 Staffordshire Moorlands District Council
 North Staffs Regeneration Partnership
 Bus Users UK
 Daniel and Hulme & City Centre Partnership
 First Potteries Limited
 North Staffs Friends of the Earth
 North Staffs Rail Promotion Group
 Stoke-on-Trent City Council (Planning)
 Atkins Consultancy
 Bakerbus
 Transition Leek
 Strategy Manager Stoke-on-Trent PCT
 North Staffs Chamber of Commerce
 NSRP Public Realm Project
 North Staffs Rail Promotion Group
 North Staffs Rail Promotion Group
 Kidsgrove Environment Watch Response Group
 St. Modwen
 British Motorcyclist Federation
 Stoke-on-Trent City Council (Transportation)
 National Express
 Staffordshire County Council
 St. Modwen
 AECOM Consultancy
 Fit for Future
 Stoke-on-Trent City Council (Transportation)
 Peak District National Park Authority
 Stoke-on-Trent City Council (Transportation)
 NHS
 Michelin Tyre plc
 Staffordshire and Stoke/GOWM
 Turner & Townsend
 CPRE Staffordshire
 Sustainable Futures/GOWM
 North Staffs Regeneration Partnership
 Staffordshire County Council
 Pell Frischmann Consultancy
 Hope and Community

41 attendees

Introduction

- John Nichol explained the purpose of the event and the arrangements.

Progress to Date

- Presentation given by Peter Bradbury (see Annex 2).
- Paper copies of progress and work still being undertaken were made available to all attendees before the meeting and at the meeting.

Longlist of Interventions

- Presentation given by Peter Bradbury (see Annex 2).

Table Discussions

- Five tables with approximately seven people on each table, with a facilitator to encourage discussion and to keep notes. The discussions lasted around 60 minutes.
 - ◆ *Have we got the issues and problems right?*
The general view was that the issues and problems in North Staffordshire had been properly identified and there were no significant economic or transport issues that had not been considered. The regeneration of the local economy was key to the problems for the area and should be the main thrust of the transport strategy and interventions.
 - ◆ *How well does the current transport system serve the economy of the sub-region?*
The general view was the external connections to the rest of the UK by road and rail were good and that Stoke-on-Trent and the surrounding area were therefore well placed for distribution services and logistics. It was also generally agreed that the internal connections were often poor. There was particular concern about bus services and the barrier of the A500 to east-west movement where junctions were overloaded or poorly designed.
 - ◆ *How do we get improved accessibility for people without cars to get to jobs and training?*
Better bus services and cycling facilities were the key interventions. The cost of using buses was raised as a problem and the need to change buses in the city centre bus station for cross-conurbation routes was an issue.
 - ◆ *How best can transport interventions help change the image of North Staffordshire MUA to potential investors?*
Public realm improvements were the main issue as they were difficult to fund from transport budgets and there was often a lack of revenue funding to maintain new or refurbished facilities.
 - ◆ *Have we missed any important interventions from the longlist?*
There were no significant additional major interventions that were suggested but there were some smaller ones.
 - ◆ *What are the key transport interventions for your organisation?*
There was quite a diverse range of interventions suggested, not necessarily as being important to the organisation concerned but for the conurbation as a whole. Most were concerned with bus service improvements (particularly the city centre bus station), walking and cycling. Few road proposals were mentioned.
- Further details of table discussions are included in Annex 1.

Appraisal Methodology and Promising Interventions

- Presentation given by Sarah Loynes (see Annex 2).

Next Steps

- Presentation given by Sarah Loynes (see Annex 2).

Exercise on Promising Interventions

- A tentative shortlist of promising interventions was displayed to the event and each person was asked to prioritise the four most important interventions for their organisation. It was explained that the tentative shortlist was based on an initial sieve against the fit with problems and the fit with DaSTS goals and would not necessarily be the final shortlist. The “voting” produced the following results:

City Centre Bus Station	11	17%
Bus Network Review	8	13%
City Centre Regeneration Strategy	7	11%
Streetcar Route One	5	8%
Smart Routes – Traffic Management Measures	5	8%
University Boulevard	4	6%
Bus Priority Signalling	4	6%
Secondary School Travel Plans	4	6%
Streetcar Second Route	3	5%
Smart Routes - Sustainable Travel Element	3	5%
Improved Walking Route		
Stoke Town Centre/ SoT Station/North Staffs University/ 6th Form College	3	5%
City Centre Approach Strategy	3	5%
A50/A500 Junction Signalisation and Control Strategy	2	3%
A50/A500 Dynamic Route Information Signing	1	2%
Transport Efficiency Centre	0	-
M6 J15 Improvements	0	-
M6 J15 / A519 Roundabout Signalisation	0	-
A50/A500 Variable Speed Control	0	-
	63	100%

Annex 1

Table Discussion Responses

Q1. Have we got the issues and problems right?

- How do we fund all these interventions?
- Hospital not included - has major transport needs
- NHS movement to local services but hospital usage still high;
- If not public transport then parking needed at Primary Care Services
- NHS location of centres by need
- Commercial property moved to A50
- A500 routes running freely after 4pm congestion
- Under-provision of parking access at Wold station for Eturia Valley
- P&R a priority for business - parking substandard every Saturday - City centre clogged up
- P&R by the rail station - via University Boulevard
- P&R at Wool station - car parking not only substandard but contracting
- P&R operate all the time or only weekends - follow example of Nottingham
- More made of Vodaphone which is located on NCR
- Bus services are meeting the needs of business
- Use example of North East
- Street car only serves one route - Chamber would prefer bus routes improved across the board
- Important to have strategic Bus Operators Forum
- Focussed on conurbation but linkages to outlying towns like Staffs Moorlands i.e. Britannia BS
- Connectivity to the region as a whole remote from M6 and A50 - has a lot to offer - Churnet Valley
- Internal connectivity is poor but external is good
- 6 towns but no proper centre
- One city centre needed - investment needed
- Other places need to be linked in - hospital
- Business district in City Centre
- Each town needs a role
- Link railway station to city centre.
- Linked access to healthcare - access to hospitals not mentioned
- Access to primary health centres - education.
- A50/A500 junction - too much emphasis on wider schemes - improving flow area restrictions all flow balance needs
- Access to schools - reducing associated vehicles
- Attention to detail - e.g. showers for cyclists, parking
- Car sharing/car clubs

Q2. How well does the current transport system serve the economy of the North Staffordshire Major Urban Area

- Norton bus every 15 mins
- 'Car Free Day' but experience not good.
- Level of bus service - and costs too much
- Bus stations poor - Hanley and Newcastle
- Why not have area-wide pass i.e. Leeds, London
- Bus services which links to industrial needs i.e. no operation weekends/night
- A500/A50 good otherwise not good
- Crossing A500 is a problem - not enough crossing points

- Direction signing is confusing
- A34 is main link to Manchester not M6
- Parking both side of road - congested routes/slow traffic
- Negative impact of A50 on Longton
- Connectivity by public transport cannot compete with vehicles
- Lack of public transport and expensive to use
- Need Streetcar – high speed services linking places
- Poor PT limiting job choice.

Q3. How do we get improved accessibility for people without cars to get to jobs and training?

- Must sort this at Policy Stage
- Travel Plans for businesses
- nPower provide free bus service for employees
- 16% have access to cycle - lowest in all cycle towns
- Work with Stoke Station?
- Recycling old bikes to increase usage
- Wheels to Work
- Workplace Travel Plan
- NHS - no space for showers and bike storage
- Problems with reorganising bus services
- 2 buses for many journeys - needs cross city services
- Cross city PT journeys difficult
- City centre bus station is dreadful
- Improve smaller stations and provide parking
- Free parking at stations
- Move Longport Station to serve city centre
- Planning – centralise jobs – core strategy implementation
- Provision of improved connectivity bus services

Q4. How best can transport interventions help change the image of the sub-region to potential investors?

- Hanley Bus Station a must to improve
- Newcastle and other interchanges - secondary interchange
- Stoke-Station
- University Boulevard
- Etruria Valley
- New Six Form College/University will put pressure on this
- Poor signage to Business Park and City Centre
- Accident on M6 then down A500
- Problem between M6 J13 and J19 - affecting business perception
- Well connected to outside world
- Good for distribution
- Parking on yellow lines
- Bus station! Bus station! Bus station!
- University Boulevard
- Winton Square/Station entrance
- Hanley-Bentilee Link – contribution from developers
- Junctions – major infrastructure not an image issue
- Bus services - image of vehicles
- Railway station
- Co-ordination of PT services and improved frequencies

- Co-ordinated approach to investment i.e. infrastructure, and quality of buses/frequency
- Quality of experience
- Tunstall Town Centre
- Free bus passes – schemes to support jobseekers
- Subsidise new PT users – those on low incomes

Q5. Have we missed any important interventions from the long list?

- P&R a big issue not covered
- Business activity - difficult to get around
- Maybe more cycling – accessible and affordable
- Bus Station Rail-City Centre PT link
- Review of bus services - strategic bus forum
- Policy on using joint facilities
- Improve Regional Governance
- Improve Gateway to North Staffs
- Safe walking routes to hospital
- Pedestrian and cycle routes - to new industrial estates
- Safer routes to school
- Routes on/off canals for pedestrians/cyclists
- Rail not covered well
- PT Fares - pricing strategies – family tickets
- Bus users forum - First bus surgeries
- Health options - promotions of walking cycling
- Making transport more accessible
- Access to healthcare – PCT centres/hospital
- Overall frequency of PT into city centre.
- Major PT interventions/reliability bus priority

Q6. What are the key transport interventions for your organisation?

- Improved bus routes to hospitals
- Bus station
- Gyrotory in Kidsgrove
- Real Time Passenger Information
- Hanley-Bentilee link
- Integrate bus/rail (cf Liverpool)
- First impressions most important
- Better buses (not just Streetcar)
- Public realm
- Public sculpture - sense of place
- University Boulevard/Streetcar
- Maintenance
- PT network review
- Waterloo Road (A50) bus priority
- City Centre approaches
- Newcastle bus station
- Regeneration strategies – Tunstall, Burslem, Longton, Stoke
- P&R at Etruria

Annex 2 – Presentations by Peter Bradbury and Sarah Loynes



Delivering a Sustainable Transport System DaSTS Goals

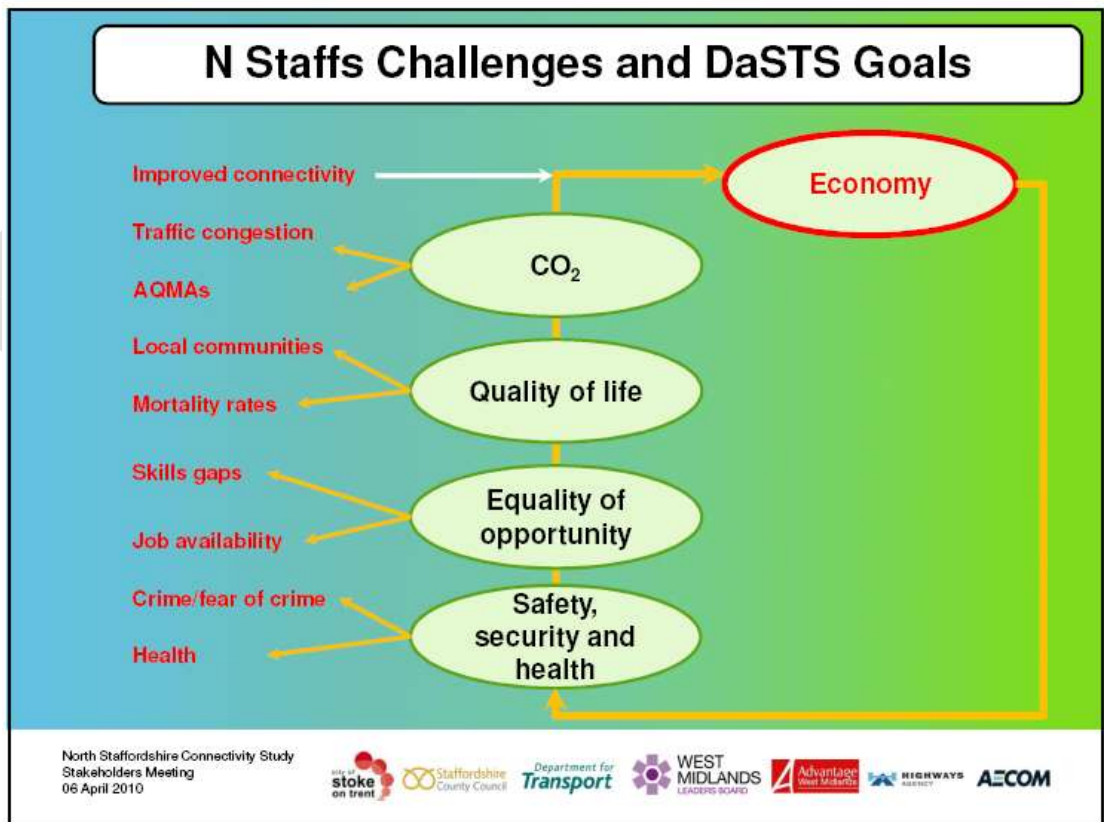
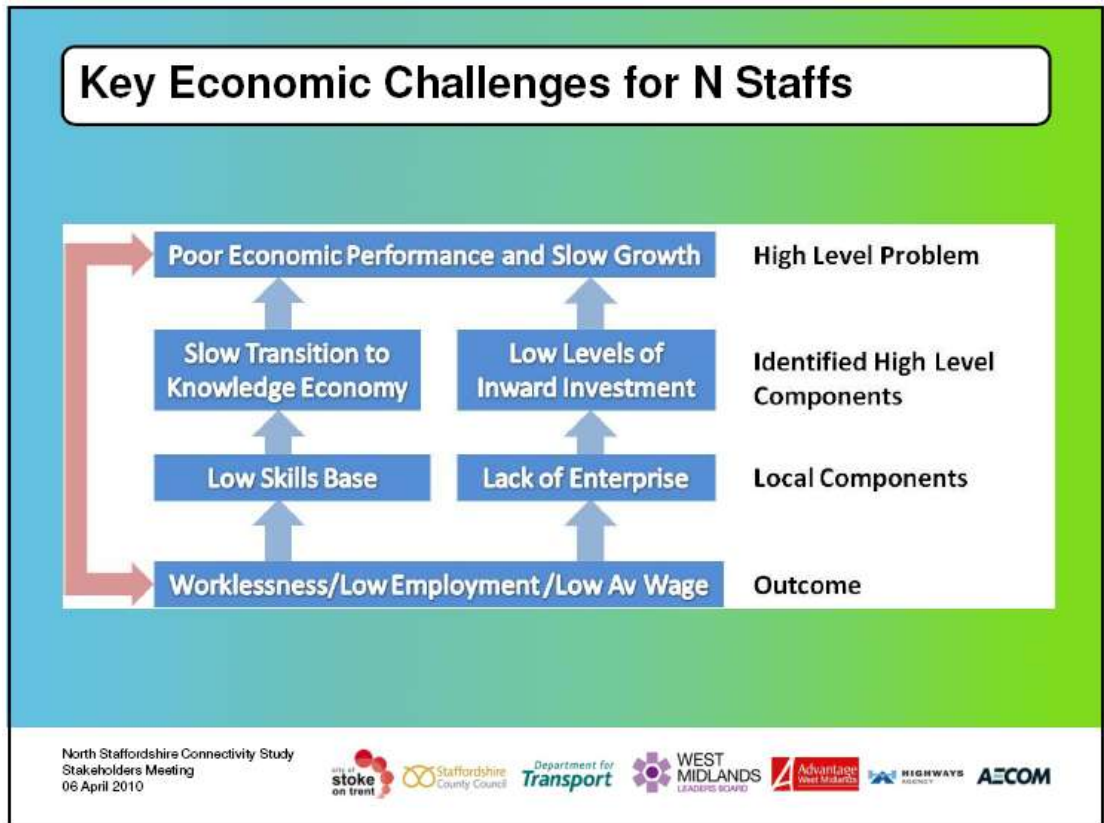
- To support national **economic competitiveness and growth**, by delivering reliable and efficient transport networks
- To reduce transport's **emissions of carbon dioxide** and other greenhouse gases, with the desired outcome of tackling climate change
- To contribute to better **safety, security and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health
- To promote greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society
- To improve **quality of life** for transport users and non-transport users, and to promote a healthy natural environment

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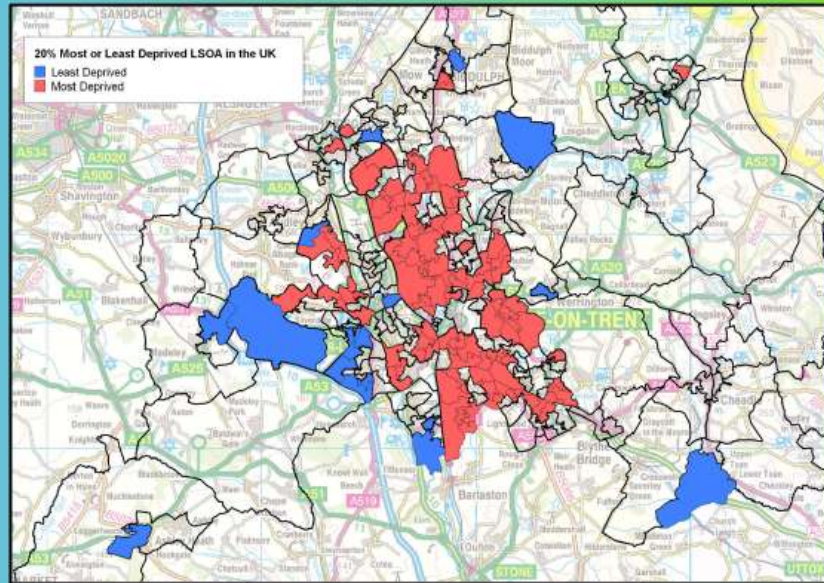
North Staffordshire Connectivity Study Study Objectives

- To **reduce congestion and improve journey reliability** on the strategic highway network across North Staffordshire, through better management and prioritisation of traffic movements within and through the study area
- To **improve the capability, capacity and attractiveness of public transport** as an option for travel to, from and within the North Staffordshire Conurbation
- To **deliver a reduction in the level of transport's contribution to greenhouse gas emissions**, thereby positively contributing to tackling climate change
- To **decrease the modal share** of peak time journeys by car
- To significantly **enhance opportunities** for transport to contribute positively to peoples **safety security and health**, for example through the availability of travel modes that are beneficial to health
- To deliver a transport system which is more **inclusive** for all members of society, in terms of **accessibility and affordability**

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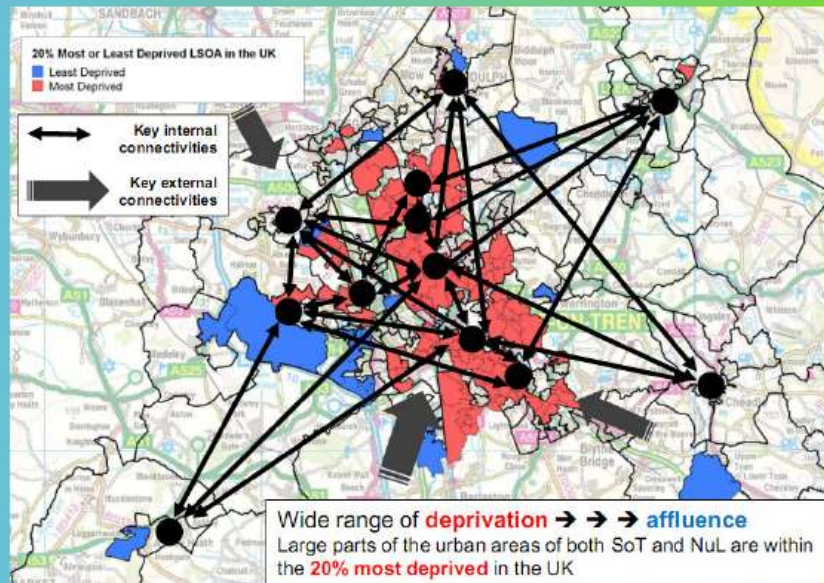
Socio-Economic Issues – Multiple Deprivation



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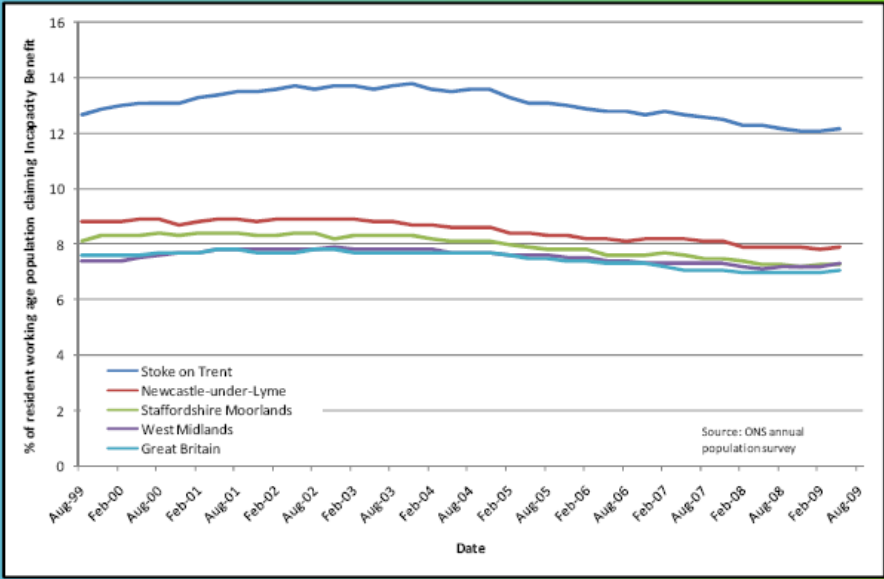
Transport Issues – Connectivity



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Socio-Economic Issues – Incapacity Benefit



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Overarching Issues and Problems

Economic Issues	Related Transport Issues
<ul style="list-style-type: none"> ◆ Poor comparative economic performance ◆ Slow transition to a knowledge economy 	Poor internal connectivity, accessibility and localised peak-hour congestion results in business and other economic costs which are not offset by other (more positive) factors
<ul style="list-style-type: none"> ◆ Low employment rate ◆ High levels of worklessness ◆ High levels of incapacity claimants ◆ Low overall skills base 	Access to jobs and higher education facilities by public transport is relatively poor
<ul style="list-style-type: none"> ◆ Low average earnings ◆ Lack of enterprise culture ◆ Low levels of inward investment 	The City Centre is not sufficiently attractive for visitors and for potential investors due to the poor public facilities and access problems
<ul style="list-style-type: none"> ◆ Lack of enterprise culture ◆ Low levels of inward investment 	A lack of funding for maintenance and renewal of transport infrastructure has resulted in a degraded public environment throughout the conurbation

North Staffordshire Connectivity Study
Stakeholders Meeting
06 April 2010



North Staffordshire Connectivity Study Stage 2

Aim is to develop a number of **potential solutions to the problems and issues** identified in Stage 1 and to:

1. Determine how the **underlying causes** of problems can be ameliorated or overcome
2. Develop a **longlist of measures** to take appraised against an appropriate set of criteria related to the DaSTS goals and the issues and problems identified in Stage 1
3. Appraise the longlist and develop a **shortlist of measures** to take forward for further consideration (in Stage 3)

North Staffordshire Connectivity Study
Stakeholders Meeting
06 April 2010



Part 2

Longlisting of Interventions

North Staffordshire Connectivity Study
Stakeholders Meeting
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Longlisting Process

Start from issues and problems – what are we trying to solve – what are the real life (non-transport) issues that transport interventions can help ameliorate or resolve

Engage with stakeholders to develop wide range of potential interventions

Interventions should preferably be **low cost and high value for money**

Non-infrastructure interventions
(eg. transport governance, planning policy, location of new developments)

Transport non-infrastructure
eg. influencing travel behaviour, improved bus services, parking management)

Low cost transport infrastructure
eg. cycling facilities, 20 mph zones, bus priorities, direction signs, public realm)

High cost transport infrastructure
(eg. Streetcar, City Centre Bus Station, University Boulevard, M6 Junction 15)

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Development of Potential Interventions

Health

Initiatives to help/reduce Incapacity Benefit claimants, those in ill health, and those with mobility problems and other disabilities

Economy

Regeneration initiatives, schemes to attract inward investment and/or support existing businesses

Social Security

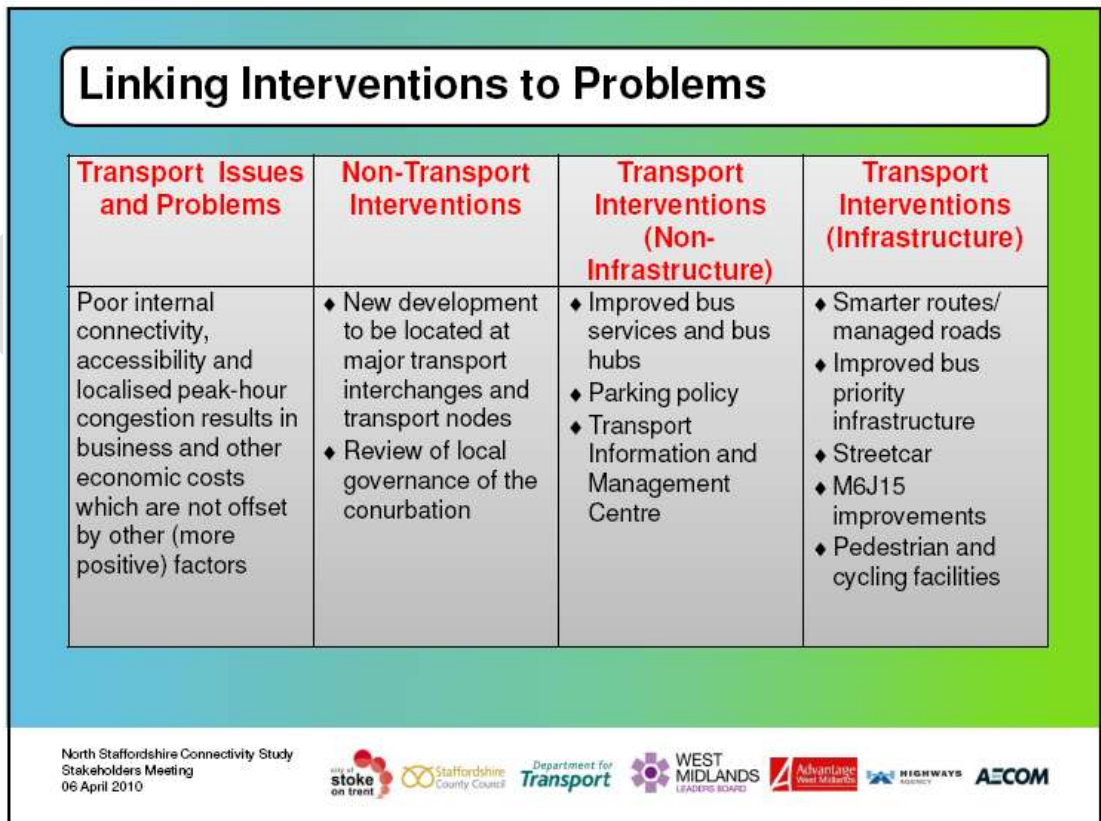
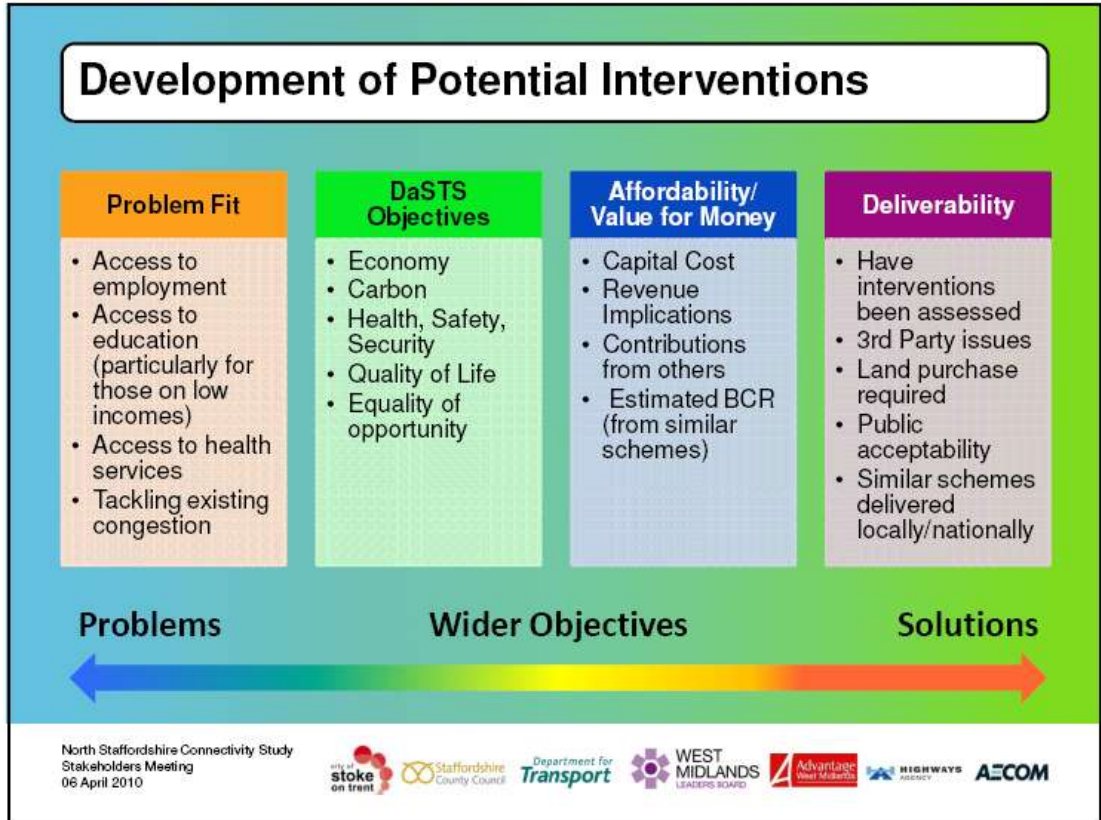
Initiatives underway in deprived areas to get more people into work/training, equality schemes, dealing with poverty and disadvantage

Education

Initiatives to provide safer routes to schools, access to FE colleges, bikeability and road safety schemes

Transport Investment

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Linking Interventions to Problems

Transport Issues and Problems	Non-Transport Interventions	Transport Interventions (Non-Infrastructure)	Transport Interventions (Infrastructure)
The City Centre is not sufficiently attractive for visitors and for potential investors due to the poor public facilities and access problems	<ul style="list-style-type: none"> ◆ Structural improvements to general public realm ◆ Concentration of new retail and office development in City Centre 	<ul style="list-style-type: none"> ◆ Improved security and cleanliness of car parks and bus station ◆ Improved bus services ◆ Improved quality of buses ◆ Smart ticketing 	<ul style="list-style-type: none"> ◆ Improved bus priority infrastructure ◆ Streetcar ◆ University Boulevard ◆ City Centre public transport interchange ◆ NuL Bus Station and Town Centre Improvement

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Linking Interventions to Problems

Transport Issues and Problems	Non-Transport Interventions	Transport Interventions (Non-Infrastructure)	Transport Interventions (Infrastructure)
Access to jobs and higher education facilities by public transport is relatively poor	<ul style="list-style-type: none"> ◆ Better planning – tackled within the CSS ◆ Investment Impact Locations (IILs) approaches 	<ul style="list-style-type: none"> ◆ Improved bus services and bus hubs ◆ Improved quality of buses ◆ Personal travel planning ◆ Bus service publicity ◆ Business travel plans 	<ul style="list-style-type: none"> ◆ Improved bus priority infrastructure ◆ Streetcar

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Linking Interventions to Problems

Transport Issues and Problems	Non-Transport Interventions	Transport Interventions (Non-Infrastructure)	Transport Interventions (Infrastructure)
A lack of funding for maintenance and renewal of transport infrastructure has resulted in a degraded public environment throughout the conurbation	<ul style="list-style-type: none"> ◆ Structural improvements to general public realm ◆ Improved community development ◆ Greening of public spaces 	<ul style="list-style-type: none"> ◆ Improved cleansing and parking management 	<ul style="list-style-type: none"> ◆ Improvements to maintenance of transport infrastructure ◆ Structural improvements to existing transport infrastructure

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- ### Categories of Interventions
- Place Making** – Interventions which are aimed at making North Staffordshire an attractive place to live and work and which include public realm and similar proposals
 - Public Transport** – Interventions which are aimed at improving the public transport offer to encourage more people to get about by bus and train
 - Greener Travel** – Interventions which are aimed at improving the facilities and networks for walking and cycling and the encouragement of greener transport modes
 - Behaviour Change** – Interventions which are aimed at encouraging less car travel and more use of greener modes or not travelling at all
 - Governance** – Interventions which are aimed at improving the way the transport networks and systems are managed and operated at the political level
 - Demand Management** – Interventions which are aimed at reducing the demand for travel within the conurbation, in particular by managing the cost of journeys
 - Technology and Network Development** – Interventions aimed at managing the road networks better and providing additional capacity only as a last resort
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Draft Longlist


Place Making

1. Stoke Town Centre Regeneration Strategy
2. University Boulevard
3. Burslem Town Centre Regeneration Strategy
4. Longton Town Centre Regeneration Strategy
5. City Centre Regeneration Strategy
6. Newcastle Town Centre Regeneration Strategy
7. Leek Town Centre Regeneration Strategy
8. Cheadle Town Centre Regeneration Strategy
9. Low Emissions Zones

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Public Transport


1. City Centre Bus Station
2. Streetcar Route One
3. Bus Network Review
4. Off Bus Ticketing
5. Real Time Passenger Information
6. Streetcar Second Route
7. Bus Priority Signalling
8. Greener Buses
9. Newcastle Bus Station
10. Text Messaging Service at Stops


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Public Transport (continued)

11. Smartcard/Mobile Ticketing
12. Silverdale Mineral Line Bus Rapid Transit
13. Kidsgrove Rail Station Parking/ PT expansion
14. Stone Rail Station Parking Expansion
15. Rail Linespeed Improvements between Stone and Stoke-on-Trent
16. Through Platform at Stoke-on-Trent Station (Derby – Crewe Services)
17. Station Maintenance and Improvement Strategies
18. City Moorlands Rail Support
19. Churnet Valley Tourism Trail
20. Churnet Valley to Alton Towers Rail Development

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Greener Travel

1. Area-wide Residential 20mph Zones
2. City Centre Cycle Hub
3. University Hospital Cycle Hub
4. Barracks Road Shared Access, Newcastle-under-Lyme
5. London Road to University Hospital Improvements, Newcastle-under-Lyme
6. Smarter Routes - Sustainable Travel Element
7. Canal Towpath Continuous Improvement Strategy
8. New Walk Route - Stoke to Railway Station/NS University/ Sixth Form College
9. Electric Cars Infrastructure Initiation








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Behaviour Change

1. Retrospective Travel Planning Centres
2. Secondary School Travel Plans
3. Bikeability
4. Development of Local Behaviour Change Business Cases
5. Rural Accessibility and Sustainable Modes Strategy
6. Tourism and Sustainability Strategy

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Governance

1. North Staffordshire Integrated Transport Authority
2. North Staffordshire Local Transport Plan
3. North Staffordshire Bus Planning Partnership
4. North Staffordshire/ Highways Agency concordat
5. Developer Contribution Strategy/ Community Infrastructure Levy
6. SoT/SCC/Districts Strategic Planning/Transport Group
7. Northern Section of A500 (from Sideway Junction)
8. Urban Area Branding Strategy
9. Dedicated Rail/Bus/Waterway Partnership Funding

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Demand Management

1. Travel Demand Management Strategy
2. Long Stay Parking Strategy

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Draft Longlist

Technology and Network Development

1. Smarter Routes – Traffic Management Measures
2. Transport Efficiency Centre
3. A50/A500 Dynamic Route Information Signing
4. M6 J15 Improvement
5. M6 J15/A500/A519 Roundabout Signalisation
6. Direction Signing Strategy Implementation
7. City Centre Approach Strategy
8. City Centre East West Precinct Access
9. North Staffs Travel Website and Highway Variable Message Signing
10. Major Routes Renumbering Strategy

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Draft Longlist

Technology and Network Development (continued)

11. Etruria Regeneration and Sustainable Access Strategy
12. Churnet Valley Tourism Traffic Management Strategy
13. Hanley-Bentilee Link
14. A50/A500 Incident Detection and Management System
15. A50/A500 Emergency Refuge Areas
16. A50/A500 Traffic Officer Service Coverage
17. A50/A500 Variable Speed Control
18. A50/A500 HGV Lane Control
19. A50/A500 Average Speed Cameras
20. A50/A500 Junction Signalisation and Control Strategy

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Draft Longlist

Technology and Network Development (continued)


21. A50/A500 Dynamic Lane Markings
22. A50/A500 Link Rationalisation
23. A50/A500 Ramp Metering
24. A50/A500 Slip Road Alterations
25. A50/A500 Central Reserve Concrete Barrier
26. Cheadle/A50 Link Road
27. Cheadle Bypass

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Part 3 Discussion and Feedback

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Discussion and Feedback

Have we got the issues and problems right?

How well does the current transport system serve the economy of the North Staffordshire Major Urban Area?


How do we get improved accessibility for people without cars to get to jobs and training?

How best can transport interventions help change the image of the sub-region to potential investors?

Have we missed any important interventions from the longlist?

What are the key transport interventions for your organisation?

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Part 4

Appraisal Methodology and Promising Interventions

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High Level Sifting Criteria

- Impact on goals, challenges and strategic needs** of North Staffordshire and the region as a whole
- Deliverability** (how easy are the hurdles that need to be overcome to make the proposal happen)
- Affordability** (how much does it cost against likely budgets for capital and revenue)
- Value for Money** (how much greater are the benefits of the proposal than the costs)
- Fit with Regional Programmes and Strategies** (the Regional Spatial Strategy, Regional Economic Strategy and Regional Transport Priorities)
- Fit with wider government priorities** (eg housing growth, housing renewal, rural development, child poverty)
- Contribution to meeting DaSTS Goals** (economic competitiveness and growth, carbon reduction, safety and security, equality of opportunity and quality of life)

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Sifting Process

All the interventions are being **assessed qualitatively** against each element of the appraisal matrix

The basis of the scoring is generally based on **similar examples** elsewhere in the UK but is also adjusted to ensure **relative scores** are appropriate

The scoring is based on a **seven point score** from **minus 3** (very negative impact) to **plus 3** (very positive impact)

The scores for each intervention will be subject to an **independent review** by the relevant local authority and any issues will be reviewed by a panel of officers acting jointly

The **problem fit** score will then be assessed against the **wider policy benefits** score

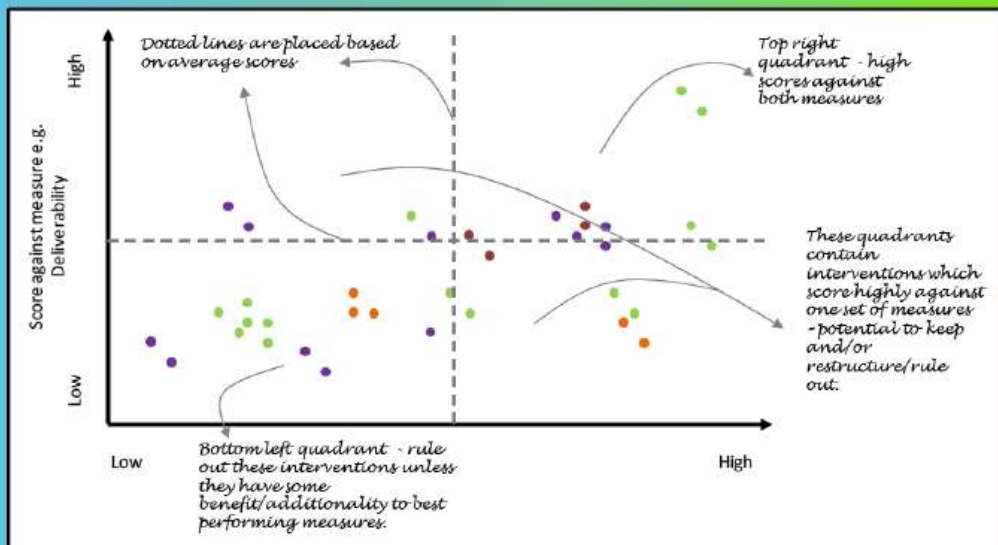
The **economy** score will be assessed against the **carbon reduction** score

Finally the **affordability** score will be assessed against the **deliverability** score

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Sifting – Affordability against Deliverability



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Part 5 Next Steps

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Conclusion of Stage 2 of the Study

Reporting on the **conclusions** of the longlisting, appraisal process and shortlisting of interventions (by end of April)

Reporting of the **findings** of the study to DfT (by end of June)

Decision by DfT on which of the **regional studies** should continue into the next stage (in Autumn 2010, subject to change of government)

Next stage would comprise an **extension** of the study to incorporate **additional modelling and analysis** (depends on DfT view and funding)

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Stage 3 of the Study (subject to funding)

Appraising the most **promising options** to arrive at a **preferred package** of measures

A **clear understanding** of the role of the North Staffordshire conurbation and the **priorities for its linkages** to the remainder of the West Midlands and adjoining regions

Measures to tackle **gaps in connectivity, improve journey times** and journey time **reliability, quality** and **choice of travel** across all modes for strategic journeys to, from, within and through the conurbation

Transport **interventions and policies** to feed back into **wider policy-making**, for both the region and conurbation

Forecast impacts of options and packages on **GVA** and **CO2 emissions**

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Part 6








Exercise on Promising Interventions

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Highest Scoring Proposals

University Boulevard	City Centre Regeneration Strategy	City Centre Bus Station	Streetcar Route One	Bus Network Review
Streetcar Second Route	Bus Priority Signalling	Smart Routes - Sustainable Travel Element	Improved Walking Route Stoke Town Centre/ SoT Station/ NS University/ 6th Form College	Secondary School Travel Plans
Smart Routes – Traffic Management Measures	Transport Efficiency Centre	A50/A500 Dynamic Route Information Signing	M6 J15 Improvements	M6 J15 / A519 Roundabout Signalling
	City Centre Approach Strategy	A50/A500 Variable Speed Control	A50/A500 Junction Signalling and Control Strategy	

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