

REPORT

Lichfield District Transport and Movement Study

Stage 2 – Transport Strategy

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by Haskoning

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Appendix A – Long List Scoring



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1 Introduction

1.1 Overview

ITP, by Haskoning, has been commissioned by Lichfield District Council (LDC) to prepare a Strategic Transport and Movement Study related to the preparation of a future Lichfield Local Plan (LLP). This aims to consider the transport and movement matters related to the future growth of the district at a strategic level.

This report comprises Stage 2 of this commission, the second of two reports. Stage 2 will form the basis of the Transport and Movement Study, exploring key locations for development and their associated opportunities and constraints, while identifying and assessing interventions required to support housing delivery. Stage 1 focused on examining the baseline and 'setting the vision' for transport in the district. As part of this, a baseline transport exercise was undertaken to highlight current transport conditions, identifying challenges and opportunities for growth across the district as a whole.

These reports are supported by summaries of best practice in achieving high sustainable mode share and a 'look ahead' review of travel trends, demographics and future proofing.

1.2 Background

Following changes to the National Planning Policy Framework (NPPF) and the recalculation of housing targets, we understand LDC is required, through a new Local Plan, to plan for 769 dwellings per annum in the district, with the LLP considering a total of 15,380 new homes.

The current development plan for Lichfield consists of the Local Plan Strategy 2008-2029 (adopted 2015) and the Local Plan Allocations 2008-2029 (adopted 2019) as well as a number of Neighbourhood Plans.

LDC commenced work on a new Local Plan in 2024. As part of the new Local Plan, LDC undertook public consultation on 'Issues and Options' in October 2024. This consultation document set out four broad spatial options to address the housing and economic needs of the district. It suggested that one or more new settlements could absorb a proportion of the development requirements to reduce the pressure on existing settlements.

Since this commission was first instructed, the Local Plan context has evolved. In December 2024 the government increased the Lichfield District housing requirement by 158%. This, alongside other reasons led the Council to move to producing the Local Plan under the new 30-month plan timetable. In effect this means restarting the plan process and revisiting site options whilst continuing work on evidence in the background. To cater for the much higher housing target, it's important that work is undertaken at an early stage to understand the feasibility of delivering new settlements as well as considering the capacity of transport infrastructure which serves the two largest settlements in the district: Lichfield and Burntwood. This does not necessarily mean the growth through the Local Plan will be allocated at these locations or that the spatial strategy is pre-determined. It is simply focusing assessment on the areas which have the greatest potential for growth (new settlements) and the areas likely to face continued pressure for growth, regardless of the status of the Local Plan (such as Lichfield and Burntwood) to determine the potential impacts and mitigation options and opportunities.

1.3 Corridor Approach

To reflect the potential pattern of growth, this study assesses the main urban areas and strategic growth corridors where development and associated transport interventions are expected to be concentrated. As such, it considers five areas of development and the potential transport-related interventions:

- **A38 Corridor** (from Lichfield via Fradley to Alrewas and the National Memorial Arboretum) – this includes Whitemoor (1,500-2,000 homes) and Brookhay (5,000 homes) potential new settlements.
- **A51 Corridor** (between Lichfield and Tamworth) – this includes the potential new settlement of Packington Hall Farm (2,500-3,000 homes).
- **B5493 Corridor** (between Tamworth and Mercia Park at Junction 11 of the M42) – this includes the potential new settlement of Thorpe Constantine (4,500-6,000 homes).
- **Lichfield Urban Area**
- **Burntwood Urban Area**

Figure 1.1: Lichfield District area and key growth areas



Existing transport networks, baseline accessibility and current constraints are set out in the Stage 1 report. This Stage 2 report focuses on the growth potential from a strategic viewpoint, aiming to understand the implications of growth in different areas and for the district as a whole.

Following this introduction, the report is structured to first explain the current evidence and corridor context, then set out the intervention assessment and potential strategy, before drawing conclusions on how the strategy could support delivery of sustainable growth set out in a future Local Plan:



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- **Chapter 2 – Corridor Focus:** summarises the current transport context, opportunities and constraints for the three growth corridors and the urban areas of Lichfield and Burntwood.
- **Chapter 3 – Assessment Methodology:** explains the vision-led approach, good growth principles, longlist process and scoring methodology.
- **Chapter 4 – Long List Interventions:** sets out the proposed interventions that could be implemented across the urban areas and corridors.
- **Chapter 5 – Proposed Strategy:** draws together the top-scoring interventions, outlines their mode shift potential and identifies the limitations of the strategic highway assessment at this stage.
- **Chapter 6 – Conclusions and Next Steps:** summarises how the work supports the future Local Plan and identifies the further work required to confirm deliverability through individual proposals.

2 Corridor Focus

2.1 Overview

This section provides an overview of the current transport context for each of the proposed growth corridors and urban areas. It summarises the main development proposals, together with the key transport opportunities and constraints that are likely to influence the scale, form and deliverability of future growth. For the Lichfield and Burntwood urban areas, the assessment considers the broad potential for development across established settlements, rather than site-specific proposals.

The new settlement proposals are at varying stages of development and are not yet fully reflected within the formal planning system. However, it is understood that some, or all, of these proposals could come forward in some form through the future Local Plan process. An initial summary of the proposals considered within this assessment is provided in **Table 2.1**. At this stage, the proposals are expected to include a mix of uses, potentially comprising residential development, education provision, local centres, employment uses and recreational facilities, although the precise mix will be confirmed as individual proposals progress.

Table 2.1: Overview of new settlement proposals

Information	A38 Corridor	A51 Corridor	B5493 Corridor
Site name	Whitemoor and Brookhay	Packington	Thorpe Constantine
Location	Between Fradley and Alrewas	Between Lichfield and Tamworth near Whittington	Near Thorpe Constantine and Seckington
Scale	Whitemoor (1,500-2,000 homes) and Brookhay (5,000 homes)	4,500-5,000 homes	4,500-8,000 homes (4,500-6,000 in Lichfield District)

2.2 A38 Corridor

2.2.1 Overview

The A38 corridor in Lichfield is a key strategic north–south route connecting the city with Burton-upon-Trent, Birmingham, and the wider Midlands. It plays a critical role in regional mobility, carrying significant commuter, freight, and long-distance traffic. It is a major dual carriageway trunk road forming part of the SRN, maintained by National Highways.

The road includes several important junctions and slip roads, particularly at Streethay, where the A38 connects with local access routes and the A5127/Lichfield city approaches. Peak hour congestion is a concern at the Streethay and Hillard's Cross junctions, and Swinfen Interchange.

2.2.2 Proposed Development

There are two proposed developments along the A38 corridor – Whitemoor and Brookhay. Across the two sites, there is a proposed development of up to 7,000 homes (1,500-2,500 homes at Whitemoor and 5,000 homes at Brookhay). These sites are being treated as a single site, with alignment being undertaken.

2.2.3 Opportunities and Constraints

Table 2.2 presents some of the key opportunities and constraints to development along the A38 corridor, focusing largely on the corridor's current rural nature and congestion at key junctions.

Table 2.2: Opportunities and constraints for growth along the A38 Corridor

Opportunities	Constraints
Public Transport	
Potential to support improved bus links where sufficient development density, phasing and long-term revenue support can be secured.	Limited non-car access currently as the corridor is rural and semi-rural areas with limited bus frequency, poor evening / Sunday coverage
Potential to improve bus and rail interchange by strengthening links to Lichfield City and Lichfield Trent Valley stations, subject to service viability and journey time reliability.	Congestion impact on bus reliability , peak period congestion affects bus journey times and reduces reliability of public transport
Introduce bus priority measures at hotspots - Swinfen Island, A38/Trent Valley Road, A5206 (London Road) junction, and Western Bypass / Friary junction	Current rural settlement patterns reduce public transport viability , making it difficult to sustain high-frequency public transport without subsidy. New settlements would likely need to be high density to support bus services.
Active Travel	
Potential to improve NCN 54 and NCN 5 connections , although rural distances, severance and the high-speed road environment mean that improvements are likely to support selected local and leisure trips rather than transform all travel patterns.	High speed strategic road environment – the A38 operates as a dual carriageway with high vehicle speeds creating physical and perceived safety barriers to walking and cycling.
Improving Public Rights of Way (PRoW) along the corridor to create all-weather active travel routes and fill gaps linking settlements to services and bus stops.	Severance due to limited safe crossing points - existing A38 junctions provide very limited opportunities for safe pedestrian and cycle crossings, creating severance between settlements such as Streethay and Lichfield, and Fradley and Alrewas.
Potential for improved walking and cycling provision parallel to the A38 where feasible, recognising that route quality, land availability, crossing provision and distance to key destinations will influence its attractiveness for everyday trips.	Rural settlement patterns and distances - villages such as Fradley, Alrewas, Streethay and surrounding hamlets are dispersed and relatively far from key services, creating considerable distance to travel by active travel.
Highway	
Potential highway upgrades at Swinfen Island could provide some additional capacity, subject to detailed modelling, design feasibility, funding and agreement with National Highways and SCC.	Congestion hotspots and capacity limitations - peak hour congestion is a concern at Streethay, Hillard's Cross and Swinfen Interchange.
Strong strategic highway connections offer potential for employment related development growth.	Dependence on National Highways approvals – as the A38 is maintained by National Highways, major junction upgrades will require complex approvals.

Development along the A38 corridor is likely to require a combination of targeted highway mitigation and sustainable transport measures. While there may be opportunities to improve bus links, active travel connections and access to nearby settlements, the rural nature of the corridor, the high-speed strategic road environment and reliance on National Highways approvals mean that the scale of achievable mode shift will need to be tested carefully through future modelling, design work and viability assessment.

2.3 A51 Corridor

2.3.1 Overview

The A51 corridor is a major cross-country route running from Chester (Cheshire) in the northwest to Kingsbury (North Warwickshire) in the southeast, passing directly through Staffordshire, including Rugeley, Lichfield, and Tamworth. This assessment refers to the section of the A51 between Lichfield and Tamworth.

Within Lichfield, the corridor intersects with several major local routes, including the A515, A5127, A5192, A5206 and A461, creating key junctions for movement within and beyond the district. The corridor consists of mixed urban-rural areas, with urbanised areas around Lichfield and Hopwas / towards Tamworth, and rural areas in between.

2.3.2 Proposed Development

The proposed Packington site (Miller Developments) is located on the A51 corridor; this aims to deliver 4,500 homes. The site is located east of Hopwas Wood, between Tamworth town centre and Lichfield city centre across both sides of the A51.

Early vision work for the site provides an indication of the potential uses of the site, including 4,500 homes, primary and secondary education, retail and services, health facilities (including a GP surgery), a community hub and leisure facilities in the form of a gym.

Potential on-site and off-site transport improvements and interventions include:

- Upgrading of the A51 - reduced speed limit, road narrowing, traffic calming and a new gateway to the site
- Dedicated pedestrian and cycling paths connecting to on-site facilities, green spaces, and off-site routes and maintaining existing PROWs
- Main vehicular routes through the development with designated cycling lanes, with traffic calming measures on secondary roads
- Public transport – enhancement of existing services and potential for Demand Responsive Transport (DRT)
- Provision of mobility hubs – including EV car club, cycle parking, bus shelter, delivery lockers, e-scooter / cycle hire
- Offsite connections to Hopwas, Whittington and the Whittington Barracks through new cycle links

2.3.3 Opportunities and Constraints

Table 2.3 summarises the main opportunities and constraints for the A51 corridor in terms of development.

Table 2.3: Opportunities and constraints for growth along the A51 Corridor

Opportunities	Constraints
Public Transport	
Rail connections at Tamworth and Lichfield provide onward travel opportunities, although the site would require attractive and reliable connecting bus services to make rail a realistic option for many trips.	No direct rail service in the proximity of the site – development would require attractive high frequency bus services to connect residents to stations

Opportunity to enhance existing bus frequencies between Lichfield and Tamworth, with any higher-frequency service dependent on development scale, revenue support and operator viability.	Limited infrastructure at existing bus stops , although these could be upgraded as part of development proposals.
Potential to divert existing bus services onto the site (765 / X65 Arriva service)	
Active Travel	
Opportunities to improve active travel on parts of the A51 corridor, nearby canal towpath and Hopwas-Tamworth routes, recognising that rural distances, safety, lighting and maintenance will affect everyday use.	Gaps in active travel provision between Tamworth and Lichfield with few safe walking and cycling routes
Enhance active travel provision ; there are some existing footways along the A51 which could be enhanced.	Rural road layout which may create high speed traffic, ensuring sufficient crossing facilities would be key to encourage active travel
Highways	
Recent upgrades at A51 Tamworth Road at Whittington and A51 / A513 Upper Gungate improvements relieving some congestion	Wider network improvements are likely to be needed, including potential links with Lichfield Southern Bypass and routes into Tamworth including Mile Oak and A5 junctions.
Potential to accommodate development with mitigation , subject to detailed assessment of traffic impacts, junction capacity, safety and cumulative effects on routes into Lichfield and Tamworth.	Rural road layout which may create high-speed traffic – introducing traffic calming measures and potential speed limit reductions may provide safety benefits.

The A51 corridor presents some advantages for development, including its position between Lichfield and Tamworth and the potential to connect to existing bus and rail networks. However, there are also important constraints, including rural road conditions, gaps in active travel provision, limited direct rail access, highway safety considerations and potential pressure on routes into both urban areas. A sustainable transport strategy for this corridor would therefore need to be supported by realistic assumptions on bus viability, active travel catchments, junction mitigation and the extent to which trips can be internalised within the development.

2.4 B5493 Corridor

2.4.1 Overview

The B5493 corridor is a short but strategically important route in south-east Staffordshire and north-west Leicestershire connecting Tamworth to Appleby Magna. It connects directly with the M42 at Junction 11 and the A444, making it a key local and regional movement corridor.

The corridor begins in Tamworth, at a roundabout on the A51 in the western part of the town, before travelling east through Tamworth town centre along Lichfield Street and Aldergate, intersecting the A513 at Upper Gungate before continuing north-east. Notably, the B5493 follows the former alignment of the A453, which was downgraded when the M42 opened, creating wide carriageways and geometry suitable for higher-speed driving. Outside Tamworth, the B5493 is rural in nature, with the main villages including Seckington and No Man's Heath.

2.4.2 Proposed Development

The proposed Thorpe Constantine site is located along the B5493 corridor, with sections of the site in both Lichfield District and North Warwickshire Council areas. Proposed development is for 4,500-8,000 homes (4,500-6,000 in Lichfield District) with some potential for employment development.

2.4.3 Opportunities and Constraints

Table 2.2 summarises the opportunities and constraints for growth along the B5493 corridor, mainly focusing on the corridor's current rural location and the issues this poses.

Table 2.4: Opportunities and constraints for growth along the B5493 Corridor

Opportunities	Constraints
Public Transport	
Potential to explore demand-responsive transport as an initial or supporting public transport option, recognising that its effectiveness would depend on demand, operating subsidy, integration with Tamworth and rail services, and long-term funding.	Lack of existing bus access outside the suburbs of Tamworth.
Potential for development-led public transport improvements , including services to Tamworth or Mercia Park, subject to sufficient scale, phasing, revenue support and operator viability.	Lack of direct rail access as the area is not currently served by rail.
	High cost of public transport offering , given the rural nature of the corridor; viability of services is likely to be a concern with high costs and potential requirements for subsidy.
Active Travel	
Ability to provide high quality on-site active travel facilities , helping internalise short trips where services and facilities are located within walking and cycling distance.	Road speeds - high speed rural roads outside of Tamworth, with a lack of walking and cycling infrastructure making active travel unattractive or unviable
	Rural character of the B5493 creating severance with no footways or safe crossing facilities
	Ability to create genuine active travel choice will require significant investment and rely on internalisation of trips.
Highway	
Strategic connectivity - the B5493 provides a direct link between Tamworth town centre and the M42/A42/A444, supporting access to regional employment areas and logistics corridors including Mercia Park.	Rural Safety - outside Tamworth, the corridor operates at national speed limit, with limited frontage development, higher speeds, and recorded serious collisions. New access points would require significant safety mitigation (visibility, turning lanes, speed management).
A-Road geometry – as a former A453 alignment, parts of the corridor have relatively generous carriageway widths and alignment compared to typical rural B-roads.	Congestion sensitivity around Tamworth - the Aldergate / Upper Gungate section is a key town-centre approach. No improvement scheme has been proven by SCC to be viable.
Recent investment - reconstruction and resurfacing works on Aldergate / Upper Gungate improve baseline highway condition, kerbs, and crossings, reducing immediate infrastructure risk for urban-edge development.	Dependency on wider network performance - development impacts are often felt on A5, A38, M42 and A42, meaning site viability may rely on improvements beyond the corridor itself.

Limited existing congestion - traffic volumes, especially along the northern end of the corridor near Thorpe Constantine, are lower.

Cross-boundary coordination - the corridor spans Staffordshire, Warwickshire and Leicestershire, increasing complexity for highway agreements and mitigation delivery.

The B5493 corridor offers strong highway connectivity but has limited existing sustainable transport provision outside Tamworth. A development in this location would therefore need to be supported by a realistic package of on-site services, internal active travel networks, targeted links to nearby destinations and a funded public transport offer. A key constraint is the Gungate Corridor in north Tamworth, which is identified in the Stage 1 review, drawing on the Tamworth Strategic Capacity Study (2025), as operating at capacity and acting as a major bottleneck for Tamworth town centre and onward access to the A5. SCC has advised that a deliverable intervention to resolve this constraint is not currently available.

2.5 Lichfield Urban Area

2.5.1 Overview

The Lichfield Urban Area is served by two railway stations (Lichfield City and Lichfield Trent Valley) which collectively provide direct rail connections to Birmingham, London, and other regional destinations. Lichfield has a comprehensive local and inter-urban bus network with services delivered by a range of operators providing connections to Netherstowe, Fradley, Burntwood, Tamworth and Whittington.

In terms of active travel, Lichfield is a walkable city with Staffordshire County Council (SCC) research indicating 57% of residents can access the town centre within a 20 min walk or cycle, increasing to 91% when travelling by bus. The flat topography makes cycling attractive, but dedicated cycle infrastructure is limited and often discontinuous.

Key roads serving the area include the A51 (links to Tamworth and Rugeley), A461 (links to Walsall and Birmingham) and A38 (links to Burton upon Trent, Birmingham and the wider SRN). Hotspot locations for congestion include – A5192, Western Bypass Approach onto The Friary Road roundabout, A5206 (London Road) junction with Tamworth Road and A5127 (Trent Valley Road) roundabout

2.5.2 Opportunities and Constraints

Table 2.3 presents the main opportunities and constraints for growth in the Lichfield urban area. This aims to provide an overview of the wider growth constraints in the area rather than focus on specific sites which will offer differing opportunities and constraints.

Table 2.5: Opportunities and constraints for growth for the Lichfield urban area

Opportunities	Constraints
Public Transport	
Ability to fund wider public transport improvements – Lichfield bus station and Lichfield rail station access improvements	Congestion impact on bus reliability – peak period congestion affects bus journey times and reduces reliability of public transport
Targeted bus priority could be funded to improve reliability on key corridors.	Cost of delivery – potential for a range of interventions, will require a coordinated approach to delivery and use of funding.
Rail oriented development - two railway stations provide access to a range of destinations with attractive journey times, providing potential for high density housing near railway lines.	Viability of bus services – several town services are part-subsidised by SCC, raising concerns around cost and the ability to expand services or extend off-peak frequencies without funding support.

Potential for sustainable mode share from new developments due to existing provision of public transport services	Distance from centre – as development gets placed on the periphery, further from the centre of the city, it is harder to deliver high levels of public transport accessibility.
Active Travel	
Compact, walkable centre with the ability to build on this with developer funded public realm and street calming improvements to encourage active travel	Limited and discontinuous cycle infrastructure currently, reducing attractiveness for mode use, making it hard to link new development on the edges to the centre.
Cycle and e-scooter hire scheme – potential to use developer contributions to introduce cycle hire schemes and encourage use.	Need for coordinated network delivery through new development, including cycle lanes and footways, with opportunities to build on LCWIP work.
Improvements to connections to the NCN Route 54 – help to encourage both leisure and commuting trips by cycle	Historic street layouts – can limit opportunities to widen pavements and reconfigure streets to make them active travel friendly.
Highway	
Localised junction improvements , where supported through developer contributions, could help mitigate congestion at key locations.	Peak hour congestion across the network, particularly in and around the city centre at key junctions
Existing strategic highway connections may support some additional employment growth in suitable locations.	Historic city centre – constrains the ability to widen roads, improve junctions and introduce new infrastructure.
Car club opportunity to deliver a Lichfield city wide car club to provide an alternative to private car use	Cumulative pressures on the highway from a range of development will require management and monitoring.

Development in the Lichfield urban area will need to account for limited road capacity, historic street constraints and peak-time congestion. Proposals should include proportionate mitigation and make use of opportunities to improve walking, cycling and public transport where these are deliverable. However, the scope for major highway reconfiguration or comprehensive active travel improvements may be constrained by the historic built environment, land availability and competing demands for road space.

2.6 Burntwood Urban Area

2.6.1 Overview

Burntwood is a dispersed settlement made up of Chasetown, Chase Terrace, Boney Hay and Burntwood town centre, which are connected by key transport corridors including the A5190, High Street and Cannock Road. The area is served by regular bus services providing links to Lichfield, Cannock, Walsall and Birmingham, offering access to a wider range of employment areas and retail destinations.

There is no railway station within Burntwood, with the nearest services located at Lichfield Trent Valley, Lichfield City and Hednesford. This absence of a local station contributes to a higher reliance on car and bus travel for longer-distance trips. The settlement benefits from generally flat topography, giving it good potential for walking and cycling; however, the existing active travel network is fragmented, and routes between neighbourhoods are often indirect.

The area is supported by several strategic roads, including the A5190 (linking Lichfield and Cannock), the A461 (providing connections between Walsall and Lichfield), and routes that offer proximity to the A5 and M6 Toll for wider regional movement. Congestion issues are notable at several junctions and corridors, with hotspots including Sankey's Corner, the A5190 corridor, and key intersections connecting local centres, where delays are common during peak periods.

2.6.2 Opportunities and Constraints

Table 2.4 summarises the main opportunities and constraints for the Burntwood area in terms of development.

Table 2.6: Opportunities and constraints for development in the Burntwood Urban Area

Opportunities	Constraints
Public Transport	
Potential to enhance east-west bus connectivity linking Burntwood, Lichfield and Cannock through targeted priority measures.	No railway station creates structural dependency on bus services and car travel.
Potential for sustainable mode share of new developments due to existing provision of bus services	Cost of delivery – potential for a range of interventions, will require a coordinated approach to delivery and use of funding.
	Viability of bus services – several town services are part-subsidised by SCC, raising concerns of cost and ability to expand services for extended off-peak frequencies without funding support
	Congestion impact on bus reliability – peak period congestion affects bus journey times and reduces reliability of public transport, particularly on the A5190
Active Travel	
Burntwood's relatively flat topography and proximity to Chasewater Country Park provide a strong foundation for walking and cycling improvements for both leisure and commuting.	Limited and discontinuous cycle infrastructure currently, reducing attractiveness for mode use with limited safe, continuous routes between neighbourhoods and to Lichfield or Cannock.
Cycle and E-Scooter hire scheme – potential through developer contributions to introduce cycle hire schemes to encourage usage linking neighbourhood centres, Chasewater and Burntwood Business Park.	Need for coordinated network delivery through new development for cycle lanes, footways, ability to build on LCWIP work.
Improvements to connections to the NCN Route 5 – help to encourage both leisure and commuting trips by cycle	Constraints of fast speed on main routes such as the A5190 which deters cycling without dedicated infrastructure
Highways	
Targeted junction improvements through developer funded contributions to relieve congestion hotspots (e.g. along A5190)	Peak hour congestion in central areas of the town, particularly on the A5190 and key approaches to Sankey's Corner which restrict reliable east-west movement.
Strong strategic highway connections (A5190, A5, link to M6 Toll) support potential for employment-related growth.	Growth around the town risks compounding pressures on already constrained junctions without coordinated mitigation

2.7 Summary

Overall, the corridor assessment demonstrates that each location has the potential to accommodate growth, but that this potential is subject to distinct transport constraints and delivery risks. The urban areas of Lichfield and Burntwood benefit from existing services, facilities and transport networks, but are also constrained by congestion, limited capacity, discontinuous active travel provision and the practical limitations of retrofitting infrastructure into established places.

The proposed new settlements across the A38, A51 and B5493 corridors could provide opportunities to plan sustainable transport from the outset, particularly through mixed-use masterplanning, internal walking

and cycling networks, improved bus connections and mobility hubs. However, the existing rural and semi-rural context means that these opportunities should be treated as requiring substantial investment, careful phasing and ongoing revenue support.

Across all corridors, a coordinated approach to infrastructure delivery will be important, but the scale and timing of interventions will need to be tested through detailed modelling, feasibility work, funding assessment and engagement with delivery partners. The opportunities identified in this section therefore provide a basis for developing the long list of interventions, rather than a confirmed programme of schemes.

Table 2.7: Corridor comparison summary

Area	Existing Context	Key Opportunity	Key Constraint	Sustainable Transport Potential
Lichfield	Urban area with two rail stations and established bus network.	Rail-oriented growth, access management, walking and cycling improvements.	Historic street constraints, congestion and limited road space.	Higher
Burntwood	Dispersed urban area with bus links but no rail station.	Town centre strengthening, bus links and strategic cycling routes.	No rail access, congestion and fragmented active travel network.	Medium
A38	Strategic rural corridor with high-speed road environment.	New settlement package with internal services, bus improvements and active travel links.	A38 severance, National Highways approvals and rural distances.	Conditional
A51	Rural corridor between Lichfield and Tamworth.	Bus corridor enhancement, local living and links to nearby settlements.	No direct rail access, rural road conditions and active travel gaps.	Conditional
B5493	Rural and cross-boundary corridor outside Tamworth.	Internalisation, funded public transport offer and targeted safety measures.	Limited existing public transport, no rail access and cross-boundary delivery complexity.	More challenging

3 Assessment Methodology

This section outlines the assessment methodology and application of a vision-led approach to demonstrate how development should be delivered in Lichfield district.

3.1 Vision-Led Approach and Good Growth Principles

3.1.1 Vision-Led Approach

A vision-led approach has been undertaken in assessing the potential growth options within Lichfield for their ability to achieve sustainable growth. Development location and characteristics play a key role in embedding car dependency, exacerbating carbon emissions and air pollution whilst contributing to health issues for residents. These are outcomes that can be avoided by focusing investment on 'good growth'; prioritising sustainable modes and supporting mode shift for existing communities.

A vision-led approach puts people and places first, using transport to support sustainable development, reduce car dependency, and protect local character rather than simply responding to traffic growth. The cycle of vision-led planning and its key outcome is shown in **Figure 3.1**.

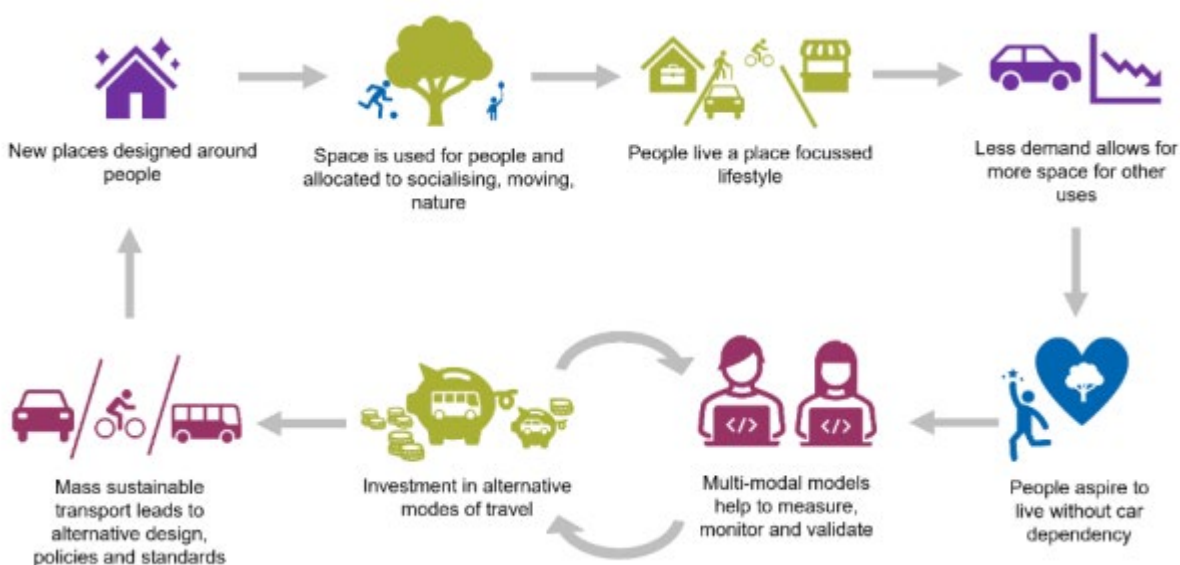


Figure 3.1: Cycle of vision-led planning

As part of this, a vision-led approach sets out what outcomes new development is seeking to achieve alongside a holistic framework to achieve them. This approach applies differently depending on the available sustainable transport measures alongside potential for further interventions and the deliverability of these.

3.1.2 Vision and Principles

Applying the baseline work, drawing on policy ambitions, current transport conditions and objectives for district-wide development, several key themes have emerged:

- Deliver an integrated and efficient transport system where walking, cycling and public transport are a natural first choice



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- Ensure development is well located to align with existing infrastructure and support sustainable travel, ensuring new communities are well connected to jobs, services and facilities without relying on the car.
- Need to strengthen connections within the district and cross-boundary to support economic growth
- Protect the historic character and natural environment of the district

These are encompassed in key themes and words shown in **Figure 3.2** produced in consultation with SCC.



Figure 3.2: Key vision themes

Using these, a vision statement has been created for how development should be delivered from a transport perspective:

Vision Statement: Lichfield will grow as a **connected, safe and inclusive** district where transport enhances strong local identity, healthy lifestyles and high-quality places. New settlements and other sustainably located development will help meet the district's needs by creating well connected communities planned around public transport, walking, cycling and the canal network from the outset, collectively reducing the need to travel by car and providing genuine travel choice.

Figure 3.3: Vision Statement

Alongside the vision, a set of 'good growth' principles have been developed as shown in **Figure 3.4**. These support the vision by providing criteria that development should aim to achieve to embed sustainable mobility and reduce dependence on the private car.

Built around existing bus corridors

Development should be located on the established bus network. Locating development where frequent services already operate supports viable bus provision, offers realistic alternatives to the private car, and helps maintain and enhance existing services.

Ability to support local living and shorter trips

Sites that enable access to shops, services, and employment within the local area or through on-site facilities help reduce trip lengths and limit the need for frequent car travel

Supporting accessible settlements

New settlements should be planned close to existing connections while internal transport networks connecting these should be delivered to high standards of safety, accessibility and legibility following Health Streets principles

Proximity to existing centres and larger settlements

Locating housing near established towns and larger villages enables access to services, jobs, and public transport, supporting sustainable travel and community integration.

Support links to employment and training opportunities

Site should be located where sustainable travel options provide efficient access to Lichfield, Burntwood, Tamworth, Rugeley and other employment locations, supporting economic prosperity and inclusive growth.

Near to planned infrastructure and development schemes

Sites should be located close to committed or planned transport and infrastructure improvements can benefit earlier from enhanced connectivity and support the early adoption of sustainable travel choices

Opportunity to enhance Lichfield's transport networks

Well-located or larger sites can help fund improvements to public transport and active travel networks, particularly, where viability issues exist. This collectively delivers benefits to new and existing communities

Proximity to high-quality active travel networks

Sites with access to safe, direct, and well-designed walking and cycling routes are more likely to support active travel, particularly for short local journeys.

Served by the rail network

Where possible locate larger scale development within close proximity to frequent and reliable rail services. This enables fast connections to regional centres, jobs, education and services while reducing reliance on private car and supports sustainable commuting patterns

Figure 3.4: 'Good growth' principles



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3.2 Overview of Methodology

The intervention list was developed through a structured methodology that moved from a broad understanding of transport issues and growth opportunities to a focused package of potential measures. The approach involved two stages:

- identification of a long list of potential interventions across the corridors and urban areas; and
- assessment and prioritisation of those interventions against a consistent set of criteria.

This process ensured that the proposed intervention package was evidence-led, aligned with the vision-led approach and good growth principles, and capable of responding to both existing transport challenges and the opportunities associated with future development.

3.3 Developer Liaison and Site Promoter Input

Meetings have been held with representatives of each of the three main proposed new settlement sites. These discussions have provided an opportunity to understand the emerging site proposals, including potential access arrangements, on-site transport measures, links to surrounding settlements and possible infrastructure requirements. Developer and site promoter work is ongoing and progressing. Uncertainty around the timing and direction of the Local Plan process has delayed some aspects of this work, and refinement of approaches and assessment is ongoing.

The information provided by site promoters has been used to inform the long list of interventions and corridor-level understanding set out in this report. The long list approach, and several of the interventions identified, align closely with the emerging thinking shared by developers, particularly in relation to mixed-use masterplanning, internal walking and cycling networks, public transport connectivity and the need to reduce reliance on private car trips from the outset. At this stage, the inputs are treated as emerging and subject to further testing through detailed transport assessment, modelling, design development and engagement with LDC, SCC and other delivery partners.

3.4 Long List Process

The first stage of the methodology involved identifying a long list of potential interventions. This was intended to capture a wide range of possible measures before any prioritisation was undertaken, ensuring that the assessment was not constrained too early in the process.

The long list was informed by several sources of evidence and input, including:

- the Stage 1 baseline review, including existing travel patterns, network performance, accessibility issues, known constraints and committed schemes;
- the corridor and urban area assessment set out in Chapter 2, including the opportunities and constraints identified for each location;
- information provided by developers and site promoters on emerging proposals, anticipated access requirements, infrastructure opportunities and potential delivery mechanisms;
- discussions with LDC and SCC officers, drawing on local knowledge, strategic priorities and relevant transport and planning policy objectives; and
- the vision-led approach and good growth principles, which helped shape the types of interventions considered appropriate for supporting sustainable growth.

The resulting long list included a broad mix of highway, public transport, active travel and supporting mobility measures. These ranged from localised junction and safety improvements through to corridor-wide public transport enhancements, strategic cycling links, mobility hubs, access management measures



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and development-led interventions such as mixed-use masterplanning and on-site walking and cycling networks.

3.5 Scoring Process

Following preparation of the long list, each intervention was assessed against a consistent scoring framework. The purpose of the scoring process was to provide an initial indication of the relative strength, strategic fit and deliverability of each measure, rather than to produce a detailed business case appraisal.

The assessment framework considered the following criteria:

- **Good Growth Principles** – the extent to which the intervention supports sustainable development, improves accessibility, encourages modal shift and contributes to healthier, more attractive places.
- **Accessibility Assessment Criteria** – the ability of the intervention to improve access to key destinations, services, employment opportunities and sustainable transport networks, reflecting the principal themes identified with Staffordshire County Council.
- **Deliverability** – technical feasibility, planning considerations, stakeholder requirements, land or approval dependencies and likely implementation timescales.
- **Cost** – the anticipated scale of investment required and the potential availability of funding, including developer contributions where relevant.
- **Effectiveness** – the likely ability of the intervention to address identified transport issues and support growth objectives.
- **Value for Money** – the anticipated benefits of the intervention relative to its expected costs.
- **Scale of Growth** – whether the intervention could be justified under lower levels of development, or whether significant growth and associated funding would be required to support implementation.

Each intervention was assigned either a qualitative or quantitative score against the criteria. This enabled comparison across different intervention types and helped identify those measures with the strongest combination of strategic alignment, transport benefit and likely deliverability.

The results of the assessment were then used to identify a preferred package of interventions, prioritising measures that demonstrated strong alignment with growth and accessibility objectives, offered good value for money, and were considered capable of delivery within the anticipated development and funding context.

4 Long List of Interventions

4.1 Interventions

This chapter presents the long list of potential transport interventions identified for each corridor and urban area. The interventions have been developed from the baseline review, corridor assessment and information provided by site promoters. They are intended to capture the range of measures that could help address existing transport constraints, support sustainable growth and provide a basis for the scoring and prioritisation process set out in Chapter 3.

The long list is presented by location to reflect the differing transport context, opportunities and constraints associated with Lichfield, Burntwood and the A38, B5493 and A51 corridors. The measures include highway, public transport, active travel, mobility and place-based interventions. At this stage, the interventions should be treated as strategic options rather than committed schemes, with further feasibility work, modelling, design development, stakeholder engagement and funding assessment required as individual proposals come forward.

4.2 A51 Corridor

Table 4.1 presents the long list of interventions identified for the A51 corridor and the proposed Packington development, while **Figure 4.1** geographically maps their locations. The measures reflect the corridor's role as a strategic link between Lichfield and Tamworth, the mixed rural and urban context, and the need to support sustainable access to nearby settlements, employment areas and rail stations. The interventions therefore focus on enhancing bus connectivity, improving walking and cycling links, supporting local living through mixed-use masterplanning and managing the safety and severance impacts associated with the A51 corridor.

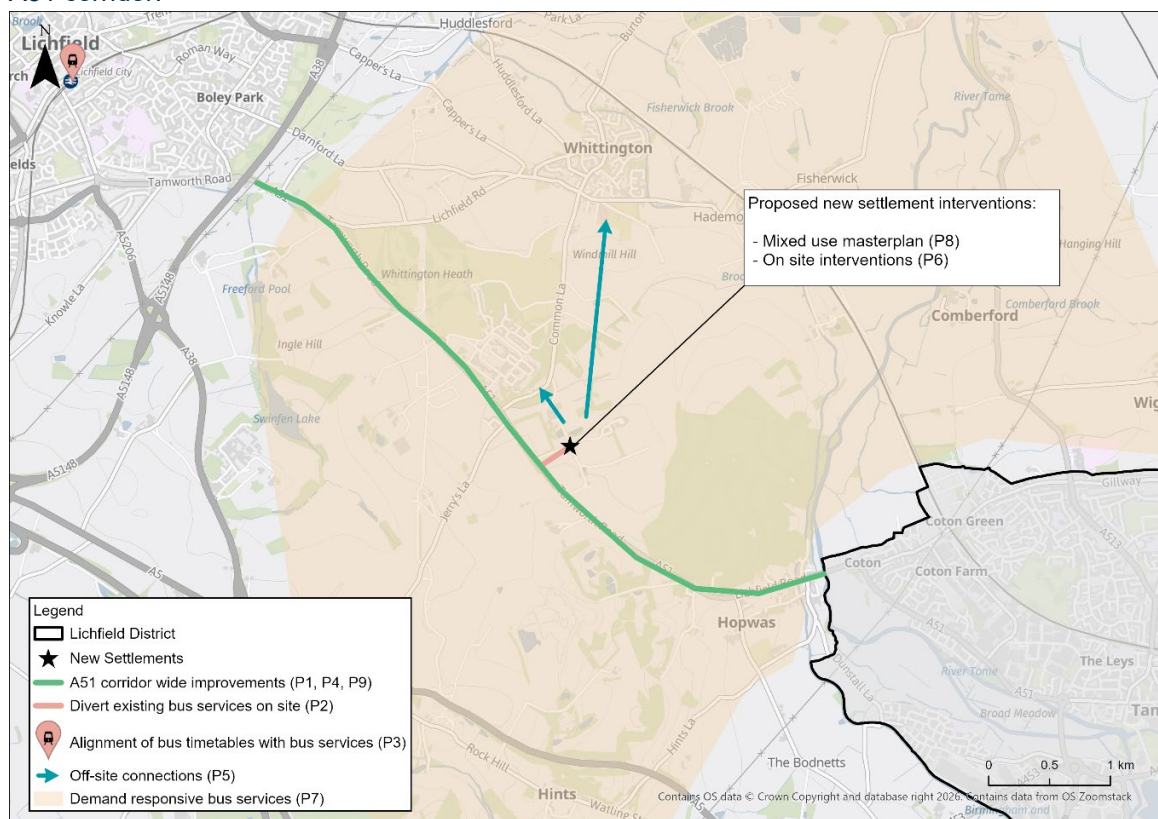


Figure 4.1: A51 corridor proposed interventions

Table 4.1: Long list of interventions for A51 corridor

Ref.	Intervention Title	Intervention Description
P1	Turn up and go bus corridor	Enhance service frequency along the A51 corridor - X65 and X66 services (Arriva Midlands) accompanied by upgraded bus waiting infrastructure.
P2	Divert existing bus services	Divert X65 and X66 to stop by settlement, introduce high-quality bus shelter / mobility hub along A51 / new settlement.
P3	Alignment of bus timetables with rail services	Ensure alignment of X65 and X66 bus services with rail departures at Lichfield Trent Valley and Lichfield City to Birmingham, West Midlands and London.
P4	Upgrade footways	Ensure all footways along the A51 are high quality and attractive, ensuring safe crossings over the A51
P5	Off-site connections	Ensure walking and cycling connections are provided to neighbouring Hopwas, Lichfield Road Industrial Estate, Whittington Barracks and Whittington
P6	On-site interventions	Dedicated pedestrian and cycling paths connecting to on-site facilities, green spaces, and off-site routes, mobility hubs, EV charging infrastructure
P7	Demand-responsive bus services	Potential to increase public transport connections to Lichfield and Tamworth through a DRT service. This could include a range of villages located between Lichfield and Tamworth inc. Elford, Comberford, Swinfen
P8	Mixed use masterplan	Ensure development has a mixture of uses to support access to a range of services, education, retail and employment on site to reduce off-site travel. On-site design should include segregated cycle and walking routes, with services located close to residential dwellings. This aims to enable local living and reduce the need to travel off site to access services and amenities.
P9	Speed related safety measures	Reduced speed along A51 to create a more active travel friendly environment. Currently national speed limit along the majority of the corridor. This reduces to 40mph on approach to Hopwas and Lichfield.

4.3 A38 Corridor

Table 4.2 summarises the long list of potential interventions for the A38 corridor with **Figure 4.2** spatially mapping these. The measures reflect the strategic role of the A38, the scale of potential growth associated with Whit Moor and Brookhay, and the need to address both highway and sustainable transport requirements.

The interventions include public transport enhancements, active travel links, junction improvements and development-led measures that would need to be considered alongside future masterplanning, feasibility work and engagement with delivery partners.

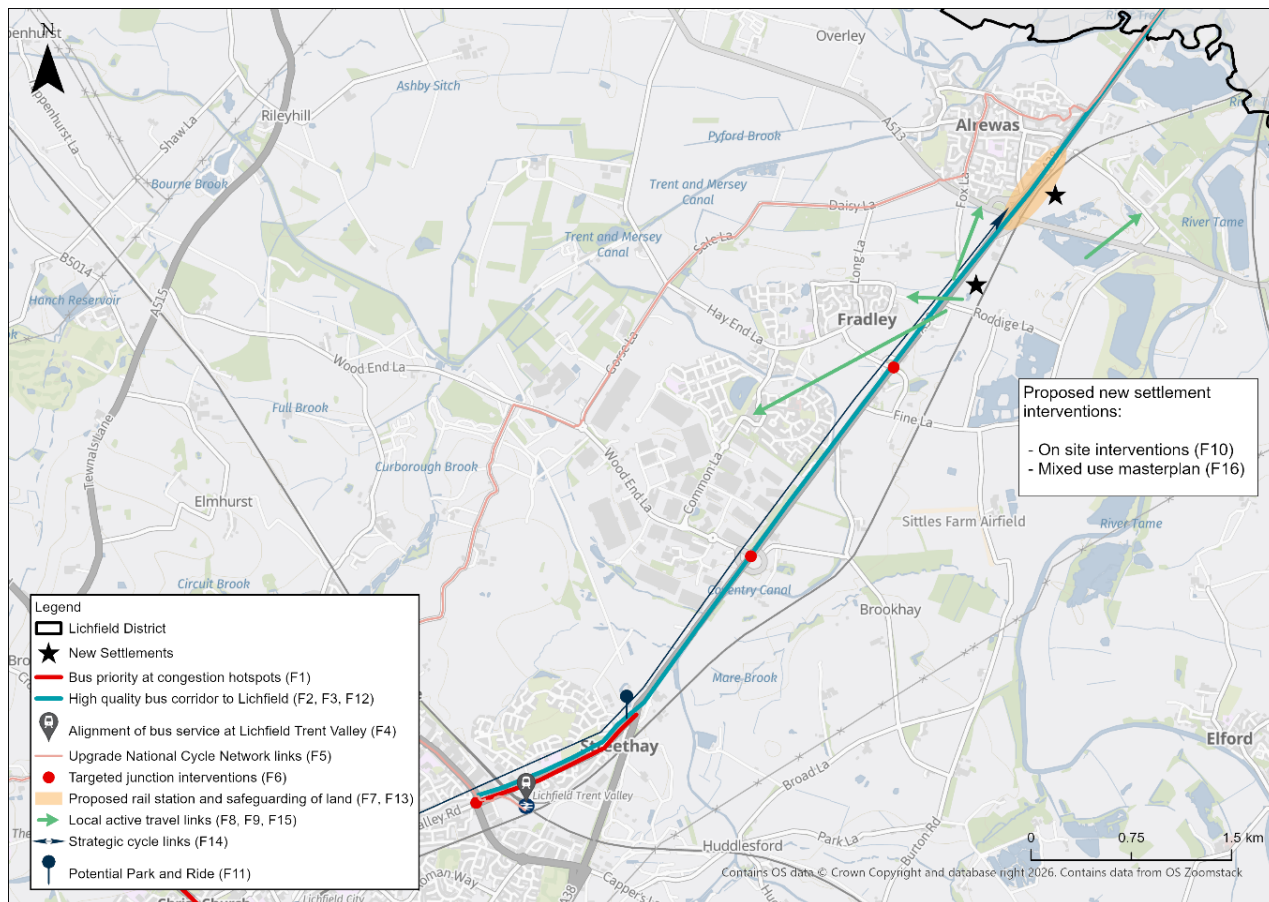


Figure 4.2: A38 corridor proposed interventions

Table 4.2: Long list of interventions for A38 corridor

Ref.	Intervention Title	Intervention Description
F1	Bus priority at congestion hotspots	Introduce bus priority to improve journey times and reliability of services - A5127 / Burton Road to A38.
F2	Bus rapid transit corridor	Introduce a bus rapid transit corridor connecting new developments in Fradley, Alrewas to Lichfield along A38.
F3	Improve bus frequency	Increase weekday peak services and limited stop services linking Fradley-Alrewas-Streethay, potential to improve frequency of X12 (Diamond Bus) service, add additional stop at proposed development or divert 12E (Lichfield to Burton) into site - currently operated very limited frequency - 'turn up and go corridor'
F4	Alignment of bus timetables with rail services	Ensure alignment of 12E, X12 and 12 bus services with rail departures at Lichfield Trent Valley and Lichfield City.
F5	Upgrade national cycle network links	Improvements to NCN 5 and 54 (as reported in SCC LCWIP)
F6	Targeted junction interventions	Targeted junction improvements at hotspot locations - Hillards Cross, A38 / A513 could include signalisation and widening of lane provision
F7	Rail station	Rail station along existing freight line connecting to Alrewas or Fradley

F8	Links to National Memorial Arboretum	Create a high quality 'green corridor' link to the National Memorial Arboretum.
F9	Links to Fradley village	Dedicated pedestrian and cycle routes to Fradley village
F10	On-site interventions	Mobility hubs, EV charging infrastructure, car club, residential travel plan
F11	Park-and-ride facility	Park and ride service on A38 to connect inbound trips to Lichfield in a sustainable way
F12	Shuttle link to Lichfield Trent Valley station	Improved bus connections from Fradley, Alrewas and new developments directly to Lichfield Trent Valley station
F13	Safeguarding land for future rail infrastructure	Safeguard land for future rail infrastructure as part of corridor wide interventions.
F14	Strategic cycling links	An active travel corridor spine connecting Lichfield and Fradley with segregated routes running alongside the A38
F15	Connections to Fradley Park	Improvements in cycling connections to Fradley employment area including segregated cycle routes
F16	Mixed-use masterplan	Ensure development has a mixture of uses to support access to a range of services, education, retail and employment on site to reduce off-site travel. On-site design should include segregated cycle and walking routes, with services located close to residential dwellings.

4.4 B5493 Corridor

Table 4.3 and **Figure 4.3** present the long list of interventions identified for the B5493 corridor and the proposed Thorpe Constantine development. The measures recognise the corridor's rural character, limited existing public transport provision, cross-boundary context and strategic highway connections to Tamworth, the M42 and wider employment areas.

The interventions therefore place particular emphasis on mixed-use masterplanning, internalisation of trips, funded public transport provision, speed management and measures to improve safety and accessibility.

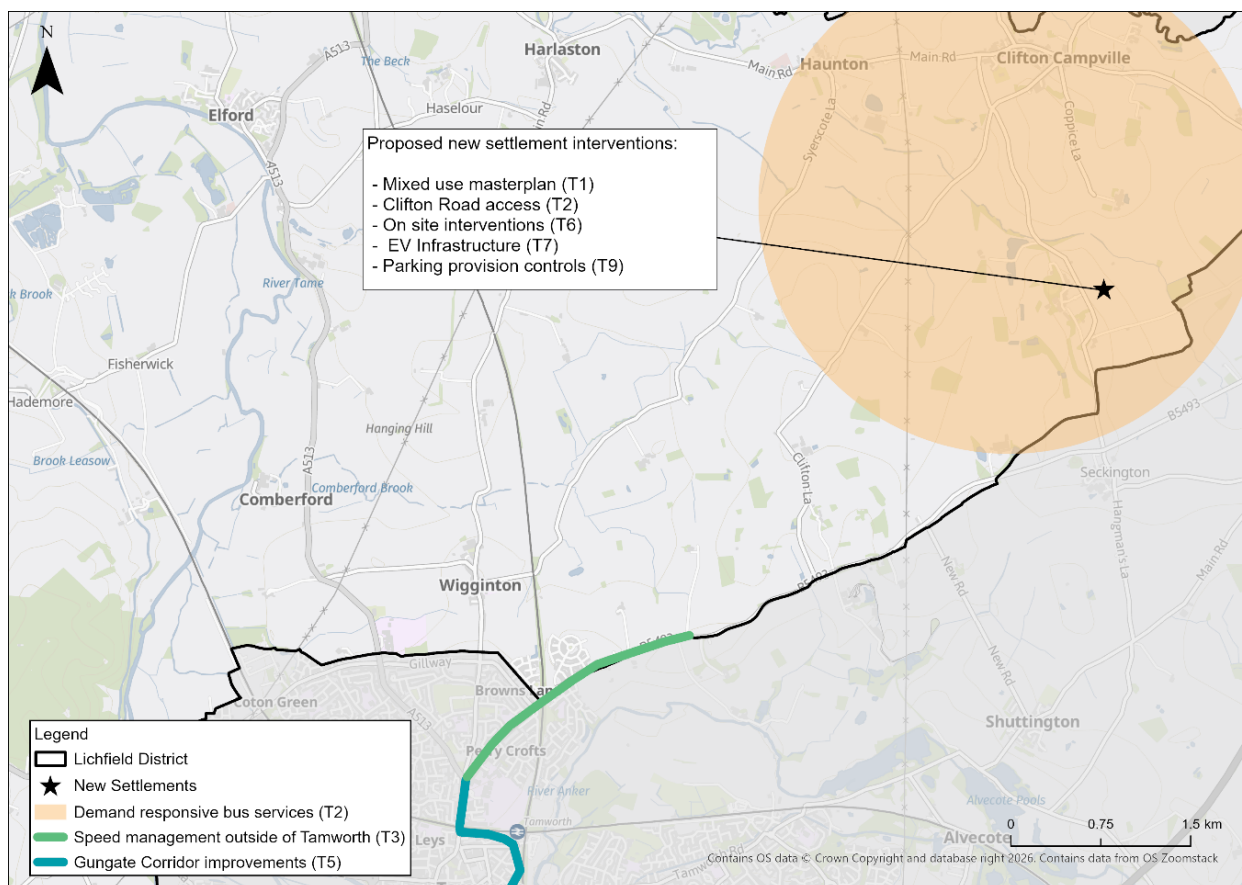


Figure 4.3: B5493 corridor proposed interventions

Table 4.3: Long list of interventions for B5493 corridor

Ref.	Intervention Title	Intervention Description
T1	Mixed-use masterplan	Ensure development has a mixture of uses to support access to a range of services, education, retail and employment on site to reduce off-site travel. On-site design should include segregated cycle and walking routes, with services located close to residential dwellings.
T2	Demand-responsive bus services	Potential for Demand Responsive Transport service to operate connecting proposed settlement and other local villages (Thorpe Constantine, Seckington and Newton Regis) to Tamworth central areas and station
T3	Speed management outside of Tamworth	Speed management measures to create a safer environment near new development access
T4	Clifton Road	Widening of Clifton Road connecting to Thorpe Constantine from the B5493 to ensure safer walking and cycling in and around the site and for highway safety
T5	Gungate Corridor improvements	Explore improvements along the Gungate corridor in Tamworth to ease congestion.
T6	On-site interventions	Mobility hubs, EV charging infrastructure, car club, residential travel plan, cycling parking

T7	EV infrastructure	Provide access to subsidised e-bike provision to connect residents to Tamworth
T8	Speed related safety measures	Introduce a corridor wide speed reduction to 40mph to create a safer road environment.
T9	Parking provision controls	Slightly reduced parking provision with EV-only priority spaces. This needs to balance the rural location to encourage reduced car use.

As noted above, the Gungate Corridor represents a key constraint to growth along the B5493 corridor, with the route already identified as operating at capacity and acting as a major bottleneck for access through north Tamworth and onward to the A5. Intervention T5 should therefore be interpreted as identifying the need for further consideration of this constraint, rather than confirming that a deliverable highway solution is currently available. This distinction is important when assessing growth options dependent on the B5493 corridor, as the absence of an agreed mitigation scheme represents a significant delivery risk.

4.5 Lichfield Urban Area

Table 4.4 presents the long list of potential interventions identified for the Lichfield urban area while **Figure 4.4** geographically presents their proposed locations. The measures reflect the city's existing strengths, including its railway stations, compact centre and established bus network, while responding to known constraints such as congestion, limited highway capacity and gaps in walking and cycling provision. The interventions therefore focus on improving access to sustainable transport, managing city centre movement and making better use of existing infrastructure.

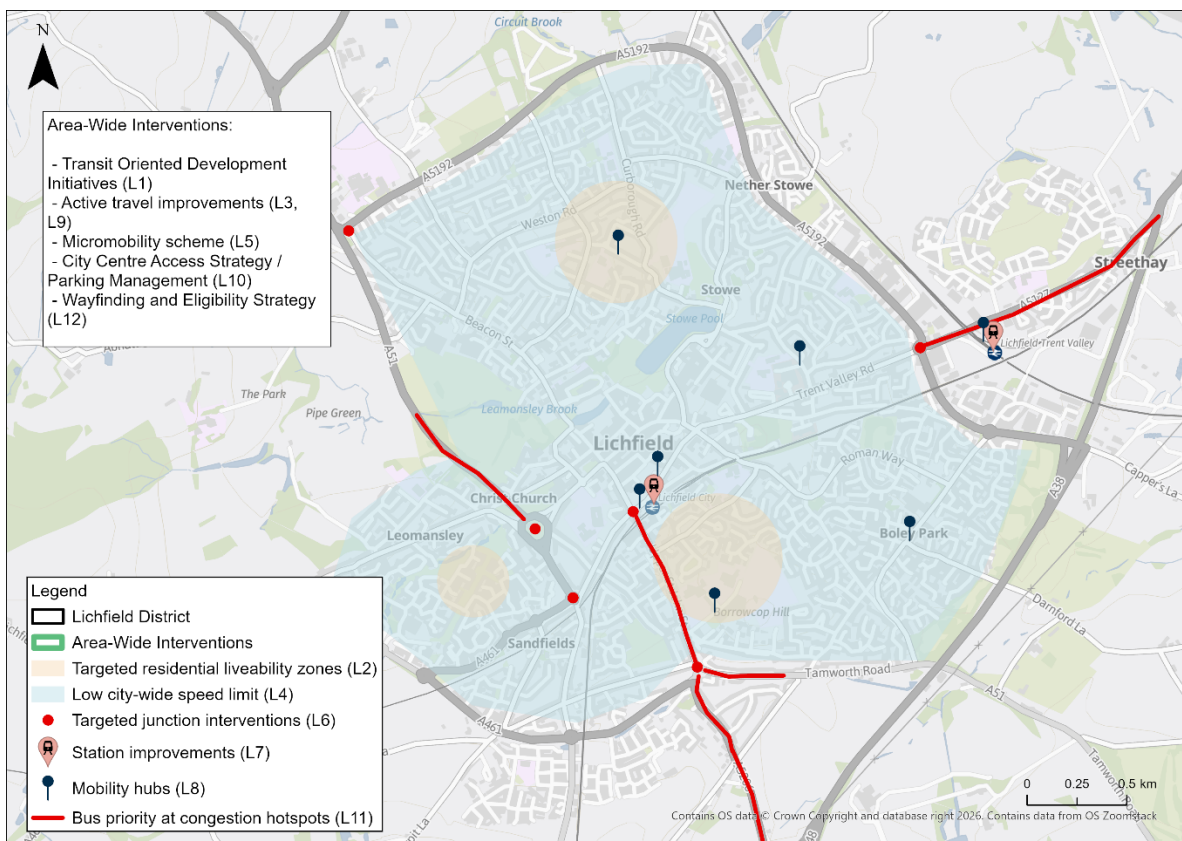


Figure 4.4: Lichfield urban area proposed interventions

Table 4.4: Long list of interventions for Lichfield urban area

Ref.	Intervention Title	Intervention Description
L1	Transit-Oriented Development Initiatives	High density development within walking / cycling distance of rail stations
L2	Targeted liveable neighbourhood areas	Liveable neighbourhood measures focused within Boley Park, Darwin Park and Netherstowe, using modal filters, School Streets and traffic calming to reduce through traffic, improve road safety and create more attractive walking and cycling connections to schools, local centres, the city centre and rail stations.
L3	Cycle route enhancements	Implement suggestions within the SCC LCWIP to enhance cycle routes within Lichfield, following key routes.
L4	Low city-wide speed limit	Limit of 20 mph in central areas of Lichfield to create safe active travel environments
L5	Micromobility scheme	Potential to introduce a micromobility scheme including e-bikes or e-scooters to encourage non-car trips. The scheme could cover the central areas of Lichfield, capturing short trips.
L6	Targeted junction interventions	Targeted junction improvements at congestion hotspot locations - A5192, Western Bypass Approach onto the Friary Road roundabout, A5206 London Road junction, A5127 Trent Valley Road roundabout
L7	Station improvements	Improvements to public realm outside of railway stations including: - Lichfield Trent Valley - bus service connections and bus stops, wayfinding from A5127 - Lichfield City - bus station connections and wayfinding from centre Possibility to ensure alignment of rail services between the two stations or bus related alternatives
L8	Mobility hubs	Develop mobility hubs at key locations - new development sites or in central areas of Lichfield. This could include car clubs, e-bikes, parcel lockers.
L9	Improve walking and cycling journeys	Implement suggestions within the SCC LCWIP
L10	City Centre Access Strategy / Parking Management	Coordinated Lichfield access strategy to manage how users access the centre. This could include parking pricing, reallocation of space towards walking, cycling and public realm, promotion of peripheral parking and prioritisation of sustainable modes. This aims to reduce unnecessary vehicle trips.
L11	Bus priority at congestion hotspots	Bus priority to improve reliability and attractiveness of bus services within Lichfield by reducing delays caused by congestion. This could include signal priority, bus gates or reallocation of road space in key locations. This would be guided by the locations indicated within SCC's LTP evidence report.
L12	Wayfinding and Legibility Strategy	A wayfinding and legibility strategy would improve how people navigate Lichfield, making walking, cycling and public transport more intuitive and attractive. This could include clear directional signage to key destinations, walking and cycling maps, and improved visibility of key routes.

4.6 Burntwood Urban Area

Table 4.5 sets out the long list of interventions identified for the Burntwood urban area with **Figure 4.5** spatially mapping these.

These measures respond to Burntwood's dispersed settlement pattern, reliance on bus and car travel, absence of a local rail station and fragmented active travel network. The interventions are therefore focused on strengthening local centres, improving bus connectivity, creating safer walking and cycling routes and reducing the impact of through traffic on local streets.

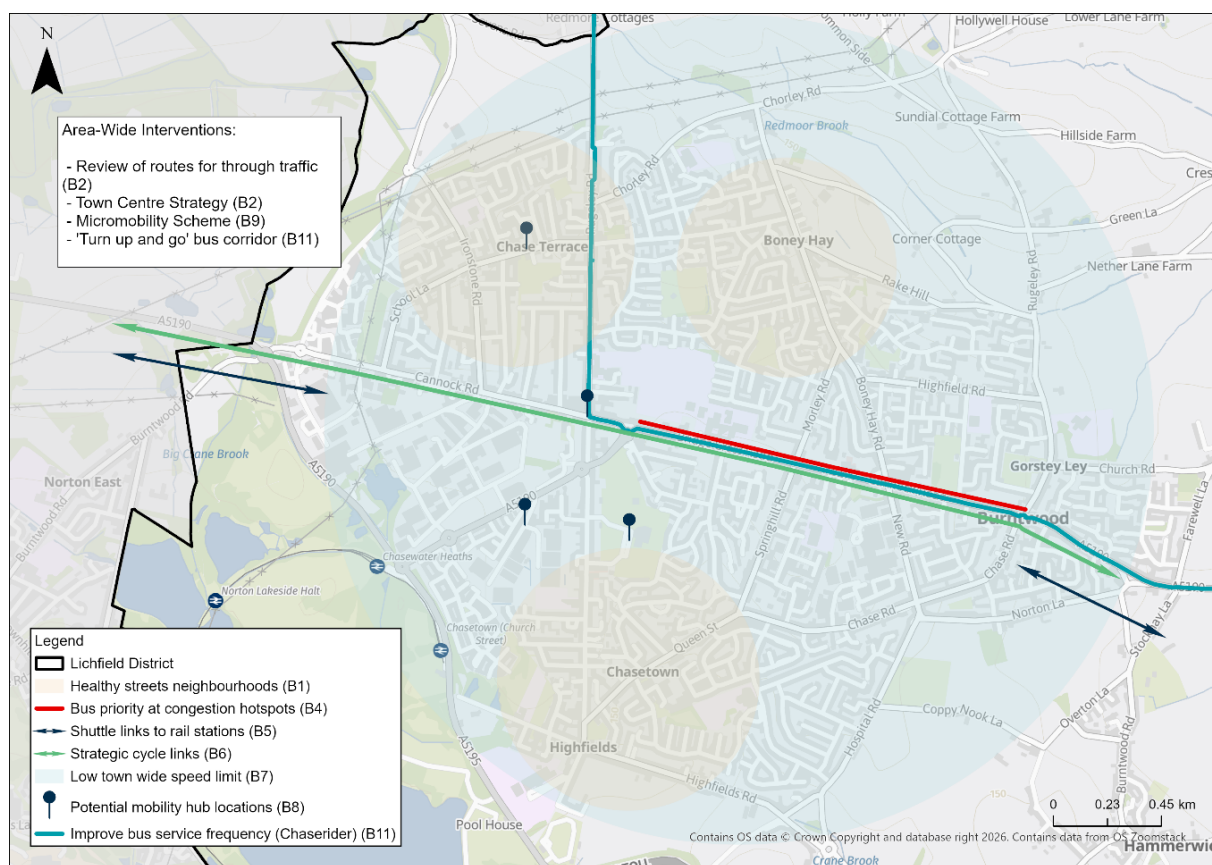


Figure 4.5: Burntwood urban area proposed interventions

Table 4.5: Long list of interventions for Burntwood urban area

Ref.	Intervention Title	Intervention Description
B1	Healthy Streets style neighbourhoods	Implement targeted modal filters, School Streets, 20mph zones, traffic calming, enhanced crossings and improved walking and cycling connections within residential areas to reduce through-traffic and create safer, more attractive neighbourhoods.
B2	Review of routes for through traffic	Review routes through Burntwood to identify key routes for local and wider traffic and reduce through traffic on routes such as the A5190, which experiences congestion and slower bus speeds.
B3	Town Centre Strategy	Enhance Burntwood's central areas to create stronger local destinations including retail, community facilities, services and public realm improvements. This reduces the need for trips to Lichfield and Cannock.

B4	Bus priority at congestion hotspots	Bus priority measures on A5190 / A5195 corridors to improve reliability. This could include signal priority, bypass lanes and bus gates.
B5	Shuttle link to rail stations	Provide direct and reliable connections to Lichfield Trent Valley, Lichfield City or Chase Line stations inc. Cannock
B6	Strategic cycling links	Create high quality cycle links connecting Burntwood to Lichfield or Cannock / Chasewater.
B7	Low city-wide speed limit	20mph residential area speed limit to create lower speed environments more conducive for active travel
B8	Mobility hubs	Develop mobility hubs at key locations - new development sites or in central areas of Burntwood. This could include car clubs, e-bikes, and parcel lockers.
B9	Micromobility scheme	Introduce an e-bike scheme across Burntwood, connecting to Lichfield. Focus on commuting and short urban journeys.
B10	Turn up and go bus corridor	High frequency bus corridor connecting Burntwood to Lichfield including express services
B11	Improve bus frequency	Enhance service frequency of 62 service (Chaserider) from Cannock to Lichfield via Burntwood.

4.7 Summary

The long list identifies a broad package of potential interventions across the Lichfield and Burntwood urban areas and the A38, A51 and B5493 corridors. Within the urban areas, the measures focus on making better use of existing transport networks, improving walking and cycling conditions, strengthening public transport reliability and managing traffic movement through more people-focused access and neighbourhood measures. Along the proposed new settlement corridors, the interventions place greater emphasis on mixed-use masterplanning, on-site sustainable mobility, bus service enhancements, active travel links to nearby settlements and targeted highway or safety measures where required.

5 Proposed Strategy

The proposed strategy brings together the long list of interventions identified through the baseline review, corridor assessment and information provided by site promoters into a wider proposed package of interventions. It is intended to provide a deliverable and proportionate framework for supporting growth through a future Local Plan, based on the information available at this stage.

5.1 Interventions

The long list of interventions provide the starting point for the proposed strategy. The scoring process has been used to identify a coordinated package of measures that work together to support sustainable growth. As summarised in **Figure 5.1**, the package is structured around three complementary objectives:

- reducing the need to travel;
- improving sustainable travel choices; and
- supporting behaviour change.

These are underpinned by targeted highway mitigation, speed management and access strategies where required to manage residual impacts.

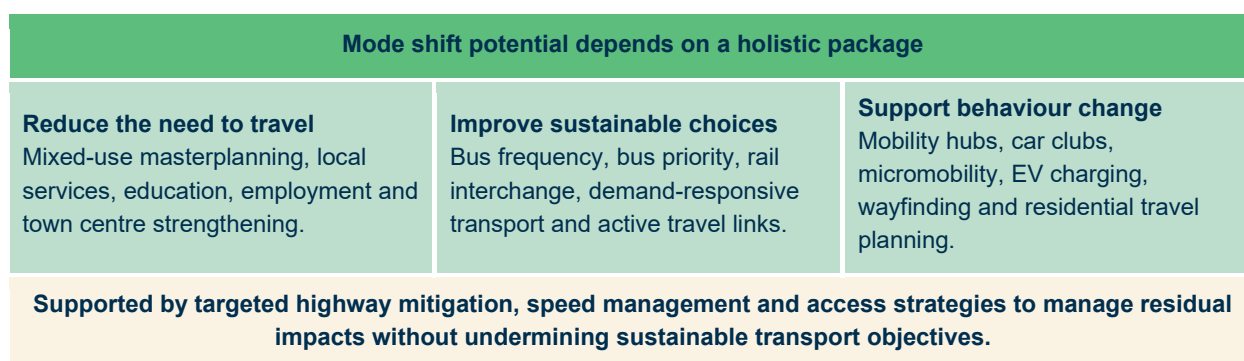


Figure 5.1: Sustainable transport package

The scoring has therefore informed the proposed strategy by identifying interventions that provide the strongest combination of strategic fit, deliverability, and transport benefit. Higher-scoring interventions have been carried forward where they directly address constraints identified through the corridor assessment, support mode shift, improve access to key services and employment, or help reduce pressure on the highway network.

Lower-scoring interventions have not been discounted; however, they are generally considered to represent secondary, longer-term, or more conditional measures, where delivery is dependent on site-specific proposals, additional technical work, cross-boundary agreement, or future funding opportunities.

5.2 Top-Scoring Interventions

This section summarises the interventions that scored most strongly through the assessment process, drawing out the intervention themes that offer the strongest combination of strategic fit, sustainable transport benefit and deliverability. The top-scoring measures have been grouped to distinguish between the proposed new settlement corridors and the existing urban areas, reflecting their differing transport contexts and delivery requirements. Further detail on the long list and specific interventions can be found in **Appendix A**.

5.2.1 A51, A38, B5493 Corridor

For the A51, A38 and B5493 corridors, the highest-scoring interventions are those that can shape travel behaviour from the outset of development. These focus on reducing the need to travel through mixed-use masterplanning, providing strong on-site sustainable mobility options, improving public transport connections and creating safer active travel links to nearby settlements, employment areas and transport interchanges. Targeted highway and safety measures are also included where required to manage residual impacts and support safe access.

Table 5.1: Top scoring new settlement interventions

Intervention Theme	A51 Corridor	A38 Corridor	B5493 Corridor	Strategic Role
Mixed-use and local living masterplanning	P8 Mixed-use masterplan	F16 Mixed-use masterplan	T1 Mixed-use masterplan	Reduces the need to travel off-site by locating homes close to education, services, community facilities and employment.
On-site sustainable mobility package	P6 On-site interventions	F10 On-site interventions	T6 On-site interventions	Provides the core mobility offer for new settlements, including walking and cycling routes, mobility hubs, EV charging, car club provision and residential travel planning.
Enhanced bus frequency and corridor services	P1 Turn up and go bus corridor P2 Divert existing bus services	F3 Improve bus frequency F4 Alignment of bus timetables with rail services	T2 Demand-responsive bus services	Improves public transport accessibility and reduces reliance on private car trips, particularly where direct rail access is limited.
Active travel and off-site connections	P4 Upgrade footways; P5 Off-site connections	F5 Upgrade national cycle network links F14 Strategic cycling links	T4 Clifton Road T8 Speed related safety measures	Creates safe, direct and attractive links between new settlements, nearby villages, employment areas, bus stops and wider walking and cycling networks.
Targeted highway and safety measures	P9 Speed related safety measures	F6 Targeted junction interventions	T3 Speed management outside of Tamworth T9 Parking provision controls	Mitigates specific highway impacts while supporting safer, lower-speed environments and helping manage car dependency.

5.2.2 Lichfield and Burntwood Urban Areas

For Lichfield and Burntwood, the highest-scoring interventions focus on improving existing urban networks and supporting mode shift within established communities. In Lichfield, the strongest measures relate to rail-oriented development, city centre access management, station improvements, bus priority, and walking and cycling enhancements. In Burntwood, the priority is to strengthen local centres, improve bus

connectivity, provide better links to rail stations elsewhere, and create safer conditions for walking and cycling across a more dispersed settlement pattern.

Table 5.2: Top scoring Lichfield and Burntwood interventions

Intervention Theme	Lichfield Urban Area	Burntwood Urban Area	Strategic Role
Access strategy and traffic management	L10 City Centre Access Strategy / Parking Management L2 Traffic cells to create quiet ways	B1 Traffic cells to create quiet ways B2 Review of routes for through traffic	Manages local traffic movement, reduces unnecessary through trips and supports ,quieter streets that are more attractive for walking and cycling.
Public transport improvement	L11 Bus priority at congestion hotspots L7 Station improvements	B10 Turn up and go bus corridor B11 Improve bus frequency; B5 Shuttle link to rail stations	Improves the attractiveness, reliability and reach of bus and rail-based journeys, supporting mode shift for both existing and future residents.
Active travel network enhancement	L3 Cycle route enhancements L9 Improve walking and cycling journeys L12 Wayfinding and legibility strategy	B6 Strategic cycling links B7 Low town-wide speed limit	Addresses gaps in the walking and cycling network, improves legibility and provides safer local routes to centres, schools, stations and services.
Mobility hubs and shared mobility	L8 Mobility hubs L5 Micromobility scheme	B8 Mobility hubs B9 Micromobility scheme	Provides access to shared mobility options, supports first- and last-mile trips and reduces reliance on private car ownership.
Place-based development focus	L1 Transit-Oriented Development Initiatives	B3 Town Centre Strategy	Supports development in locations where access to services, facilities and sustainable transport can be maximised, reducing longer-distance car-based travel.

5.3 Mode Shift Potential

The top-scoring interventions identified through the assessment have the strongest potential to support mode shift where they are delivered as a coordinated package rather than as isolated schemes.

Their mode shift potential is linked directly to the vision-led approach set out in Section 3, which seeks to ensure that walking, cycling and public transport become a natural first choice for everyday journeys, while reducing the need to travel by private car.

The approach is holistic, combining land use, public transport, active travel, mobility hubs, demand management and targeted highway measures to maximise the sustainable transport contribution of each growth area. The interventions also align with the good growth principles by supporting development that

is accessible, well connected, locally self-sufficient and capable of creating healthier, more sustainable places.

Figure 5.2: Mode shift potential by intervention type

Intervention Type	Short Local Trips	Commuting Trips	Access to Rail	Reducing Car Ownership	Highway Pressure
Mixed-use masterplanning	High	Medium	Low	Medium	Medium
Active travel links	High	Medium	Medium	Low	Medium
Bus improvements	Medium	High	High	Medium	High
Mobility hubs/shared mobility	Medium	Medium	Medium	High	Medium
Targeted highway mitigation	Low	Low	Low	Low	High

5.3.1 A51, A38, B5493 Corridor

Across the A51, A38 and B5493 corridors, the strongest mode shift potential is associated with the combination of mixed-use masterplanning, on-site sustainable mobility provision, enhanced public transport services and active travel links to nearby settlements, employment areas and transport interchanges.

Mixed-use masterplanning is particularly important as it can reduce the need to travel off-site by ensuring that education, local services, community facilities and some employment opportunities are located within walking and cycling distance of new homes. This supports the good growth principle of locating development where daily needs can be met locally and reduces the volume of short car trips generated by new settlements.

Public transport improvements provide the greatest opportunity to influence longer-distance mode choice, particularly for trips to Lichfield, Tamworth, rail stations and key employment locations. On the A51 and A38 corridors, enhanced bus frequencies, timetable integration with rail services and potential diversion of existing services through or close to new settlements would help make bus travel more convenient and reliable. On the B5493 corridor, where existing public transport provision is more limited, demand-responsive transport could provide an initial public transport offer, although its long-term mode shift potential would be strengthened where it is supported by sufficient development density, clear interchange points and integration with services to Tamworth and the wider rail network.

Active travel interventions are expected to have the greatest influence on shorter local trips, particularly where they provide safe, direct and attractive connections between new homes, schools, local centres, nearby villages, employment areas and public transport stops. Upgraded footways, strategic cycling links, speed management and improved crossings would help address severance caused by rural road environments and higher traffic speeds. When combined with mobility hubs, cycle parking, car clubs, EV charging, micromobility and residential travel planning, these measures can provide residents with a credible alternative to private car ownership and help embed sustainable travel behaviours from the outset.

5.3.2 Lichfield and Burntwood

Within Lichfield and Burntwood, the mode shift potential is more closely linked to improving existing networks and reshaping travel behaviour. In Lichfield, transit-oriented development, station improvements,



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bus priority, cycle route enhancements, wayfinding and city centre access management could reinforce the role of walking, cycling, bus and rail for both new and existing residents. In Burntwood, where there is no local railway station, the greatest potential lies in strengthening bus links to Lichfield, Cannock and nearby railway stations, improving strategic cycling connections, enhancing the town centre offer and managing through traffic to create quieter local streets.

Overall, the proposed package has strong high-level potential to support mode shift by reducing the need to travel, improving the attractiveness and reliability of sustainable transport, and creating safer conditions for walking and cycling.

5.4 Highway Impact

This report provides a strategic, high-level view of the potential highway implications of growth across the identified corridors and urban areas. It draws on the baseline review, corridor assessment and information available from site promoters, but does not include detailed highway modelling or quantified assessment of traffic impacts, junction capacity, network delay or mitigation requirements.

Detailed traffic forecasting, junction modelling and local network impact assessments will be required as individual development proposals come forward. This should be undertaken through Transport Assessments using agreed assumptions on development scale, trip generation, mode share, distribution, assignment and committed infrastructure.

The baseline and corridor assessment indicates that growth is likely to place pressure on already constrained locations, including strategic highway corridors, key junctions and routes into Lichfield, Burntwood and Tamworth. The A38, A51 and B5493 corridors are likely to require a combination of targeted access or junction improvements, safety measures, demand management and sustainable transport investment. In the urban areas, the emphasis will be on managing cumulative pressure while ensuring that any highway mitigation supports, rather than undermines, mode shift objectives.

The strategy should therefore be viewed as an evidence-led framework for identifying likely intervention priorities. The detailed scale, location and form of highway mitigation will need to be confirmed through subsequent modelling, option testing, stakeholder engagement and planning application processes.



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6 Conclusions and Next Steps

6.1 Overview

This Stage 2 report has developed a strategic transport and movement framework to support the emerging Lichfield Local Plan. It builds on the Stage 1 baseline work by considering the transport implications of growth across the three proposed new settlement corridors and the urban areas of Lichfield and Burntwood.

The report has identified the main opportunities and constraints for each location, developed a long list of potential interventions, assessed these against a consistent scoring framework, and drawn together a proposed package of measures that best supports the vision-led approach and good growth principles.

6.2 Conclusions

This study highlights that sustainable growth will require a coordinated package of measures, rather than reliance on any single intervention. The strongest opportunities are where land use planning, public transport, active travel, mobility hubs, demand management and targeted highway mitigation are planned together from the outset.

The key conclusions are:

- **New settlements need sustainable transport embedded early.** Mixed-use masterplanning, local services, internal walking and cycling routes, bus provision, mobility hubs and travel planning will be critical to shaping travel behaviour from first occupation.
- **Lichfield has strong existing sustainable transport foundations.** Rail-oriented development, station access improvements, bus priority, city centre access management and walking and cycling enhancements offer the clearest mode shift opportunities and must be incorporated and expanded as part of edge-of-town development.
- **Burntwood requires stronger connections.** The priority is to improve bus links, enhance active travel routes, strengthen the town centre and provide better access to rail stations outside the town.
- **The A38, A51 and B5493 corridors are more conditional.** Mode shift potential will depend on growth scale, land use mix, phasing, developer funding, public transport revenue support and the ability to overcome rural accessibility constraints.
- **Further technical work is essential.** Strategic and local modelling, junction assessment, access design, mitigation testing and viability work will be needed before impacts and delivery requirements can be confirmed.

Overall conclusion		
Plan locally Reduce the need to travel through mixed-use development and local services.	Connect sustainably Improve bus, rail interchange, walking and cycling choices.	Manage impacts Use targeted highway mitigation, access strategies and modelling to manage residual impacts.

Overall, the strategy provides a proportionate, evidence-led framework for supporting the emerging Local Plan. Its effectiveness will depend on carrying the recommended interventions through policy, infrastructure planning, phasing strategies and developer contributions, supported by further modelling, viability testing and stakeholder agreement.



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6.3 Next Steps

The following next steps are recommended:

- **Refine the intervention package** as the preferred growth strategy becomes clearer, ensuring that the scale and timing of interventions align with the spatial distribution of development.
- **Undertake strategic and local transport modelling** to test the cumulative impacts of the Local Plan growth scenario and identify locations where further mitigation may be required.
- **Agree modelling assumptions with key stakeholders**, including Staffordshire County Council, National Highways and neighbouring authorities where cross-boundary impacts may arise.
- **Develop corridor-specific delivery plans** for the A38, A51 and B5493 corridors, setting out the phasing, dependencies, costs, funding sources and delivery responsibilities for the preferred interventions.
- **Embed sustainable transport requirements in future Local Plan policy**, including expectations around mixed-use masterplanning, public transport provision, active travel connectivity, mobility hubs, parking management and travel planning.
- **Identify funding and delivery mechanisms**, including developer contributions, potential public funding streams and long-term revenue support for public transport where required.
- **Continue engagement with site promoters and delivery partners** to test feasibility, refine intervention design and ensure that proposals are coordinated across corridors and administrative boundaries.

Together, these next steps will allow the strategy to progress from a high-level framework to a more detailed and deliverable programme of interventions capable of supporting sustainable growth across Lichfield District.

Appendix

Appendix A – Long List Scoring

[illegible]

Scoring definitions for deliverability, cost and effectiveness					
Category	1	2	3	4	5
Deliverability	Very difficult to deliver: major stakeholder disagreement, significant land ownership constraints, no clear funding route and/or substantial engineering uncertainty.	Challenging to deliver: limited stakeholder alignment, potential land ownership constraints, funding not yet identified and technical feasibility still uncertain.	Moderately deliverable: stakeholder engagement, funding and technical feasibility need further work, but constraints appear manageable and a delivery route could be developed.	Deliverable: stakeholder support is likely, land and technical constraints appear limited, and a funding or delivery mechanism is reasonably clear subject to normal approvals.	Highly deliverable: stakeholders are aligned, there are no material land ownership issues, funding is clear and there is no remaining significant engineering uncertainty.
Cost	Very high cost: unreasonably high capital cost relative to the scale of development and/or significant ongoing revenue cost with no clear sustainable funding route.	High cost: substantial capital works, land, operational subsidy or long-term maintenance costs are likely; external funding or major developer contributions would probably be required.	Medium cost: cost is broadly proportionate to the scale of development, with a realistic prospect of sustainable funding or developer contribution.	Low to medium cost: costs are proportionate and mainly relate to targeted infrastructure, design, consultation, signage or limited operational support.	Very low cost: minimal capital cost and very limited ongoing cost, typically policy-led, design-led or deliverable through existing programmes/normal development processes.
Effectiveness	Very low effectiveness: limited direct impact on mode shift, accessibility, safety or trip reduction; benefits are likely to be marginal or highly uncertain.	Low effectiveness: provides some localised or supporting benefit, but is unlikely to materially change travel behaviour or address strategic transport issues on its own.	Moderate effectiveness: delivers useful benefits for accessibility, safety, mode choice or local trip reduction, but impacts are likely to be corridor-specific or dependent on supporting measures.	High effectiveness: likely to deliver clear and measurable improvements in sustainable travel, accessibility, safety and/or reduced car dependency when implemented well.	Very high effectiveness: transformational or highly impactful intervention with strong potential to reduce car dependency, support mode shift and improve access to key services, centres and employment.