



Protecting Our Community from Unsustainable Development

Our community deserves growth that's supported by proper infrastructure – not unchecked overdevelopment.

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Traffic and Congestion Impact



Eccleshall is identified as a Key Service Village, and has been a thoroughfare of Staffordshire for 100’s of years; at its centre are two mini roundabouts, connecting five access roads. It is an area of **clear, strategic highways importance**, which frequently struggles to cope.

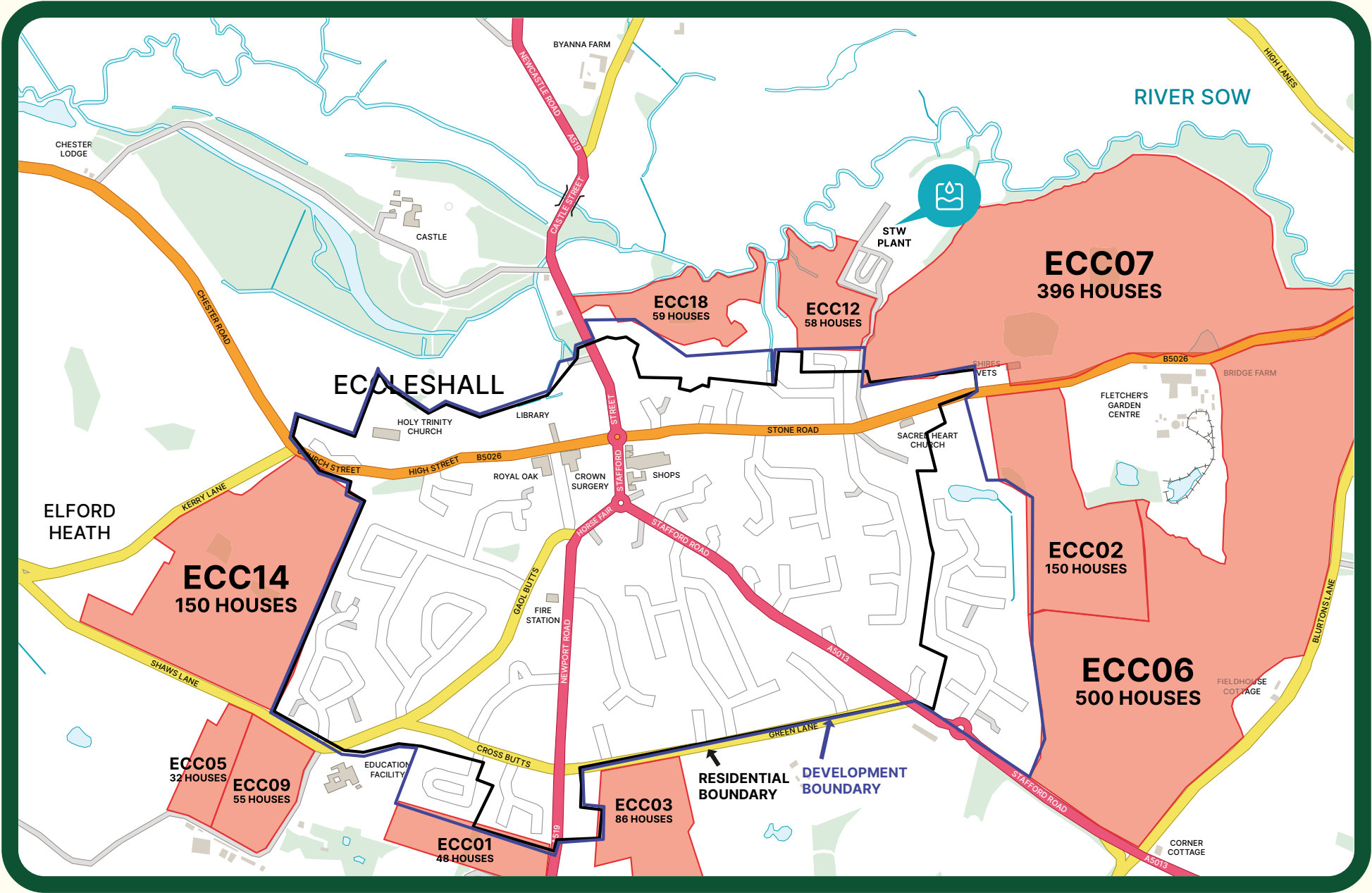
The roads accommodate substantial volumes of traffic, including community and local traffic, delivery vehicles, commuters, Heavy Goods Vehicles, agricultural, and commercial users. Additionally, having both A and B classified routes, the village forms part of a recognised rural diversion frequently used during incidents or closures on the M6 – as directed by both **Google Maps and National Highways**.

However, local access and circulation rely predominantly on narrow rural lanes rather than purpose-built highway infrastructure. These roads are **not designed to sustain aggressive increases** in traffic; public transport options are extremely limited – even non-existent!

Future substantial development around the village will be harmful without comprehensive traffic and transport improvement. A responsible, data-driven analysis should be mandatory before considering any applications, particularly under new government approaches that appear to permit unregulated or accelerated planning decisions.

The Planning Proposal

The scale of the proposed developments raises serious concerns regarding public safety. The addition of anything above 100 vehicles would create unsustainable traffic congestion for Eccleshall, leading to significant economic harm to local farmers, businesses, nearby industrial estates, and through traffic.



Key Takeaways

Traffic congestion: Eccleshall struggles with heavy through-traffic, HGVs and large daily agricultural vehicles will make routes very dangerous.

Unsafe road network: Narrow rural lanes are unsuitable for increased volumes of heavy traffic and extra vehicles (particularly from the M6 diversions) will cause gridlock.

No extra parking: None of the proposals offer any additional parking for Eccleshall, despite demands from residents and businesses.

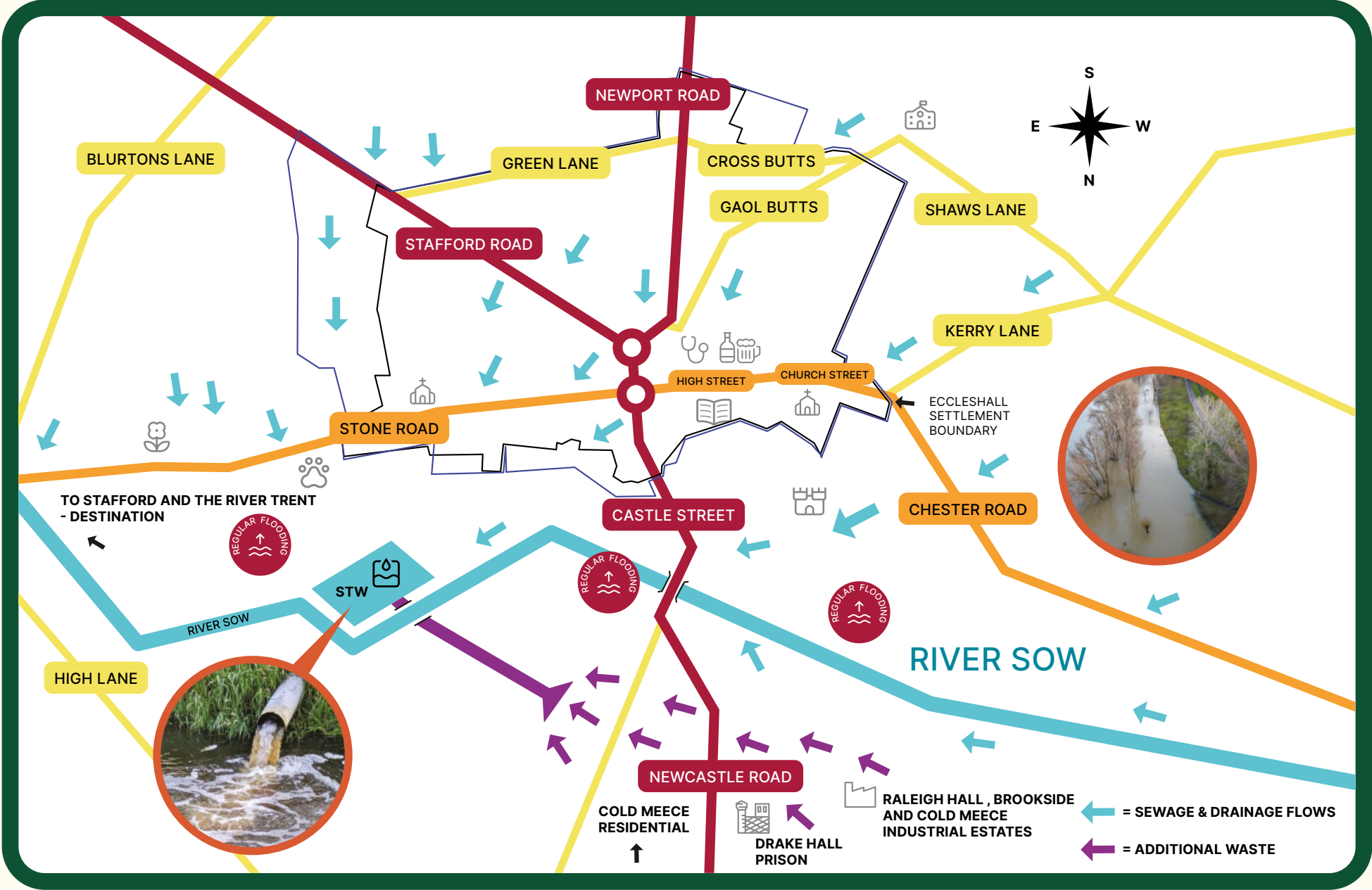
Failing sewage and drainage: Aging systems cause frequent overflows and flooding, with no upgrades planned before 2040.

Overstretched services: Current GP capacity, drainage, primary and secondary school places are at their limits; no new facilities are in planned to recieve population growth.

Unsustainable growth: Eccleshall has reached its natural limits. Large-scale residential development is not viable without major infrastructure investment.

Wastewater & Sewage Impact

In 2024, the Eccleshall Pumping Station discharged into the River Sow 137 times.



Sewage and Drainage Concerns in Eccleshall

Over the past 60 years, significant housing growth in Eccleshall has occurred without corresponding upgrades to sewage or water treatment infrastructure. Existing homes, facilities, and businesses already place substantial strain on the system. The town, situated on a 300+ acre hillside south of the River Sow, can generate up to **three million gallons of surface water runoff** during heavy rainfall, no major surface water and sewage upgrades are planned.

Current infrastructure is struggling; frequent flooding occurs due to aging drains, and **137 sewage overflows were recorded in 2024**, contaminating streets, land, and the River Sow. These incidents pose **serious public health risks, damaging property, disrupting local businesses** and causing **environmental and ecological pollution** moving on to Stafford and beyond.

Government targets aim to reduce sewage spills to just ten per year at each station. Achieving this would already demand major infrastructure upgrades to support Eccleshall's existing population - yet the additional impact of large numbers of new homes has not been factored in at all.

Fragmented responsibility between Severn Trent Water, Staffordshire County Council, and private landowners further complicates timely action. **Eccleshall's drainage system is already overflowing. Proposing unsustainable residential development isn't planning - it's negligence.**

In Summary: Eccleshall Has Reached Its Limit.

Roads at Breaking Point: Eccleshall sits at the junction of five major routes, already carrying commuters, delivery vans, HGVs, and diverted M6 traffic. The roads are full - more development means dangerous gridlock.

Unsafe and Unsuitable Roads: Our local access routes are narrow rural lanes, not built for high-volume or heavy traffic. More vehicles will make routes to schools and shops unsafe for pedestrians, motorists, cyclists, and children.

No Traffic Plan, No Data, No Control: Despite the scale of growth proposed, there is no independent traffic assessment or plan to manage congestion. Under Labour's relaxed planning rules, these developments could be approved without evidence or oversight.

Sewage System at Capacity: Eccleshall's Severn Trent Treatment and Pumping Station receives pumped waste from Drake Hall Prison and the Raleigh Hall, Brookside and Cold Meece Industrial Estates. It's operating beyond safe limits, with no upgrades planned before 2040.

Flooding and Pollution: Current infrastructure is failing; aging drains cause frequent flooding, and 137 sewage overflows were recorded in 2024, contaminating streets, land, and the River Sow. These incidents threaten public health, damage property, and disrupt businesses in Eccleshall and downstream in Stafford, creating pollution that delivers;

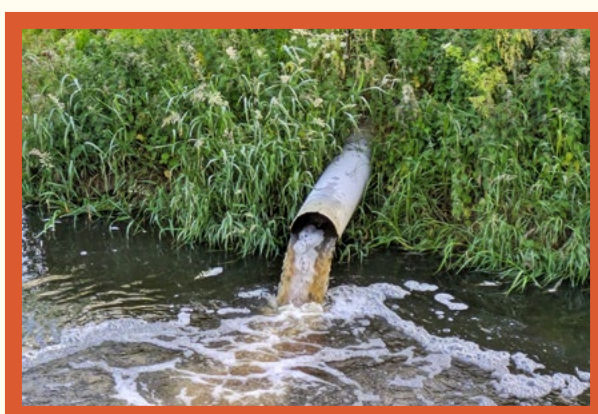
Biodiversity Pain not Gain.

Health and Environmental Danger: Repeated sewage overflows expose residents to E. coli, Salmonella, Hepatitis A, and norovirus, causing illness, property contamination, lost income, and long-term environmental harm.

Developers Escape Responsibility: Developers are not required to fund off-site infrastructure, while councils are already overstretched and underfunded. The result? No investment, no accountability and Eccleshall will be left to pay the price.



Stafford St. during heavy rainfalls



Discharge to River Sow onwards to River Trent



Storm water drainage not coping in Stafford St.

**Together, we can protect Eccleshall.
Stay informed at saveeccleshall.com and join the conversation
on Facebook @SaveEccleshall.**

When planning applications are submitted, make your voice heard - object via the [Stafford Borough Council Planning Portal](https://www.stafford-borough.gov.uk/planning-portal).

Name: _____ Date: ____/____/____ Application Number: _____



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