

## Neighbourhood Plan supporting evidence: traffic flows and speeds on key local roads

Appendix 5 of the Neighbourhood Plan contained estimates of weekday traffic volumes on the following roads:

- Milford Mill Road, Milford – c 5,700 vehicles
- Church Road Laverstock – c 8,800 vehicles
- Roman Road/Ford road - c 2,400 vehicles

These estimates were based on an analysis of data from the following sources::

### 1 Milford Mill Road

The week day estimate of c 5,700 vehicles is based on the average of the following two MetroCounts in June 2017 and March 2018:

MetroCount survey date	Average daily flow	Average weekday flow	Highest daily flow	Details
3 - 9 July 2017	5752	6048	7005	Fig. 1.1
22 – 28 March 2018	5090	5381	5978	Fig. 1.2
Average of the two surveys	5421	5715	6492	

It is likely that the traffic flows on Milford Mill Road immediately prior to the onset of the pandemic in March 2020 had increased from the levels recorded in these surveys partly as a result of the opening of the South Milford Premier Inn in November 2018) and the McDonalds drive thru restaurant in March 2019 (the access to the latter being from New Petersfinger Road, which is the continuation of Milford Mill Road south of the railway bridge), but also because of the increased awareness of the road as a rat run to avoid the frequent congestion on the A36 Southampton Road.

Wiltshire Council did provide more up to date survey data for the period 12 October – 11 December 2020, as part of the planned assessment of the “People Friendly Streets” (PFS) scheme. However, they advised that the data should be treated with caution, as traffic flows during this period could have been affected by a variety of special factors, including:

- Impact of traffic reduction during half term
- Impact of Lockdown 2.0
- Impact of pre lockdown surge in shopping & trips, post government announcement.
- Impact of Tier 2 restrictions

Traffic movements in the early implementation of PFS were anticipated to reroute during the familiarity phase of the scheme. Once established it was expected that many of these new routing choices would subside. However, the period of time that the scheme was in place did not provide the data to confirm these assumptions.

### 2 Church Road Laverstock

The estimate of traffic flows on Church Road is based on a MetroCount survey in September 2017, the only survey undertaken by Wiltshire Council in the last 5 years (see Fig. 2.1 for details): in this survey the estimated average week day flow was 9,175 vehicles. As advised by Wiltshire Council, this estimate was reduced to 8,800 vehicles, in order to allow for seasonal variation in traffic volumes.

### 3 Ford Road/Roman Road

Wiltshire Council have provided traffic data from four surveys undertaken in 2020 (each covering 7 days and summarised below). One of these surveys was undertaken immediately before the onset of the Pandemic (week day average daily flow of 2,366 vehicles) and three were undertaken in October./November. The weekday average flow for the latter three surveys was 2,196 vehicles, but it is likely that traffic flows were depressed due to the restrictions on activities in place during the survey period. Accordingly, more weight has been given to the February 2020 survey data, resulting in a rounded estimate of c2,400 vehicles for average week day traffic volume.

Survey date	Source	7 day average daily flow	week day average daily flow	Vehicles exceeding 30mph speed limit (%)	Vehicles exceeding 35mph	Details
w/c 24 February 2020	MetroCount	2114	2366	70.5	NA	Fig. 3.1
w/c 14 October 2020	Tracsis survey	1993	2222	67.5	36.9	Fig. 3.2
w/c 2 November 2020	Tracsis survey	1670	1984	51.8	21.3	Fig. 3.2
w/c 9 November 2020	Tracsis survey	1971	2384	50.4	21.9	Fig. 3.2

Finally, the Neighbourhood Plan Steering Group would like to express their appreciation to Wiltshire Council Highways for supplying traffic survey data and especially to David Phillips for his assistance in its interpretation.

# Appendix Traffic survey details

## 1 Milford Mill Road

Figure 1.1 Milford Mill Road MetroCount, July 2017

### WeeklyVehicle-4 -- English (ENG)

#### Datasets:

Site: [02619061-20B] MILFORD MILL RD <20MPH> EAST OF SHADY BOWER  
 Attribute: WILTSHIRE  
 Direction: 8 - East bound A>B, West bound B>A. Lane: 0  
 Survey Duration: 17:00 27 June 2017 => 08:22 12 July 2017,  
 Zone:  
 File: Milford Mill Road, East Shady Bower 2017.EC0 (Plus )  
 Identifier: T458EA8K MC56-L5 [MC55] (c)Microcom 19Oct04  
 Algorithm: Factory default axle (v5.08)  
 Data type: Axle sensors - Paired (Class/Speed/Count)

#### Profile:

Filter time: 00:00 03 July 2017 => 00:00 10 July 2017 (7)  
 Included classes: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26  
 Speed range: 2 - 99 mph.  
 Direction: North, East, South, West (bound), P = East, Lane = 0-16  
 Separation: Headway > 0 sec, Span 0 - 100 metre  
 Name: Default Profile  
 Scheme: Vehicle classification (GB\_DTp)  
 Units: Part metric (metre, mi, m/s, mph, kg, tonne)  
 In profile: Vehicles = 40263 / 68078 (59.14%)

### WeeklyVehicle-4

Site: 02619061-20B.0.1EW  
 Description: MILFORD MILL RD <20MPH> EAST OF SHADY BOWER  
 Filter time: 00:00 03 July 2017 => 00:00 10 July 2017  
 Scheme: Vehicle classification (GB\_DTp)  
 Filter: CIs(1-26) Dir(NESW) Sp(2,99) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	03 Jul	04 Jul	05 Jul	06 Jul	07 Jul	08 Jul	09 Jul	1 - 5	1 - 7
0000-0100	3	5	17	13	18	16	23	11.2	13.6
0100-0200	5	2	10	5	4	9	14	5.2	7.0
0200-0300	0	3	2	4	4	7	9	2.6	4.1
0300-0400	3	5	1	1	2	8	5	2.4	3.6
0400-0500	4	3	5	8	2	6	2	4.4	4.3
0500-0600	32	29	24	22	24	13	14	26.2	22.6
0600-0700	100	91	90	106	88	42	18	95.0	76.4
0700-0800	316	330	339	318	299	105	53	320.4	251.4
0800-0900	502	458	508	497	460	271	61	485.0	393.9
0900-1000	409	361	386	371	368	365	178	379.0	348.3
1000-1100	352	321	344	324	435	580	433	355.2	398.4
1100-1200	470	360	358	375	474	658	618	407.4	473.3
1200-1300	529	342	326	350	557	689	603	420.8	485.1
1300-1400	457	346	344	359	546	578	431	410.4	437.3
1400-1500	376	379	402	348	556	470	471	412.2	428.9
1500-1600	440	402	364	481	618	428	385	461.0	445.4
1600-1700	552	560	508	534	761	414	281	583.0	515.7
1700-1800	720	698	629	637	674	334	190	671.6	554.6
1800-1900	472	400	408	378	478	246	167	427.2	364.1
1900-2000	230	207	249	236	269	175	122	238.2	212.6
2000-2100	133	157	152	142	150	107	88	146.8	132.7
2100-2200	81	84	116	90	104	81	61	95.0	88.1
2200-2300	44	48	62	54	72	69	57	56.0	58.0
2300-2400	18	32	30	35	42	55	15	31.4	32.4
<b>Totals</b>									
0700-1900	5595	4957	4916	4972	6226	5138	3871	5333.2	5096.4
0600-2200	6139	5496	5523	5546	6837	5543	4160	5908.2	5606.3
0600-0000	6201	5576	5615	5635	6951	5667	4232	5995.6	5696.7
0000-0000	6248	5623	5674	5688	7005	5726	4299	6047.6	5751.9
AM Peak	0800	0800	0800	0800	1100	1100	1100		
	502	458	508	497	474	658	618		
PM Peak	1700	1700	1700	1700	1600	1200	1200		

Source: Wiltshire Council

# Figure 1.2 Milford Mill Road MetroCount March 2018

## VirtWeeklyVehicle-8 -- English (ENG)

### Datasets:

**Site:** [02623021-23] MILFORD MILL RD <30MPH> SOUTH OF QUEEN MANOR RD  
**Attribute:** WILTSHIRE - 014  
**Direction:** 7 - North bound A>B, South bound B>A. Lane: 0  
**Survey Duration:** 17:28 20 March 2018 => 18:57 29 March 2018,  
**Zone:**  
**File:** Millford Mill Road Salisbury 2018.EC0 (Plus )  
**Identifier:** S4690GVD MC56-L5 [MC55] (c)Microcom 19Oct04  
**Algorithm:** Factory default axle (v5.08)  
**Data type:** Axle sensors - Paired (Class/Speed/Count)

### Profile:

**Filter time:** 00:00 22 March 2018 => 00:00 29 March 2018 (7)  
**Included classes:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26  
**Speed range:** 2 - 99 mph.  
**Direction:** North, East, South, West (bound), P = North, Lane = 0-16  
**Separation:** Headway > 0 sec, Span 0 - 100 metre  
**Name:** Default Profile  
**Scheme:** Vehicle classification (GB\_DTp)  
**Units:** Part metric (metre, mi, m/s, mph, kg, tonne)  
**In profile:** Vehicles = 35630 / 40976 (86.95%)

## VirtWeeklyVehicle-8

**Site:** 02623021-23.0.1NS  
**Description:** MILFORD MILL RD <30MPH> SOUTH OF QUEEN MANOR RD  
**Filter time:** 00:00 22 March 2018 => 00:00 29 March 2018  
**Scheme:** Vehicle classification (GB\_DTp)  
**Filter:** Cls(1-26) Dir(NESW) Sp(2,99) Headway(>0) Span(0 - 100) Lane(0-16)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
								1 - 5	1 - 7
<b>Hour</b>									
0000-0100	2.0	1.0	5.0	4.0	5.0	9.0	9.0	3.4	5.0
0100-0200	3.0	6.0	4.0	2.0	2.0	1.0	6.0	3.4	3.4
0200-0300	4.0	1.0	3.0	1.0	2.0	8.0	4.0	2.2	3.3
0300-0400	7.0	5.0	10.0	5.0	3.0	0.0	7.0	6.0	5.3
0400-0500	21.0	19.0	20.0	5.0	7.0	3.0	9.0	14.4	12.0
0500-0600	84.0	75.0	92.0	16.0	22.0	13.0	9.0	57.8	44.4
0600-0700	298.0	271.0	271.0	98.0	106.0	43.0	45.0	208.8	161.7
0700-0800	<b>372.0</b>	<b>378.0</b>	410.0	337.0	309.0	95.0	53.0	361.2	279.1
0800-0900	305.0	325.0	316.0	<b>412.0</b>	<b>416.0</b>	212.0	124.0	354.8	301.4
0900-1000	280.0	282.0	313.0	318.0	330.0	351.0	292.0	304.6	309.4
1000-1100	357.0	287.0	<b>438.0</b>	272.0	315.0	553.0	382.0	333.8	372.0
1100-1200	371.0	304.0	408.0	331.0	404.0	<b>561.0</b>	<b>389.0</b>	<b>363.6</b>	<b>395.4</b>
1200-1300	323.0	314.0	402.0	335.0	453.0	<b>739.0</b>	<b>415.0</b>	365.4	425.9
1300-1400	335.0	348.0	385.0	331.0	387.0	596.0	377.0	357.2	394.1
1400-1500	346.0	352.0	455.0	330.0	452.0	493.0	343.0	387.0	395.9
1500-1600	580.0	515.0	550.0	434.0	544.0	547.0	254.0	524.6	489.1
1600-1700	<b>699.0</b>	<b>677.0</b>	<b>614.0</b>	640.0	<b>750.0</b>	493.0	142.0	<b>676.0</b>	<b>573.6</b>
1700-1800	394.0	367.0	379.0	<b>709.0</b>	704.0	345.0	98.0	510.6	428.0
1800-1900	168.0	177.0	200.0	409.0	400.0	180.0	80.0	270.8	230.6
1900-2000	95.0	73.0	83.0	186.0	170.0	120.0	62.0	121.4	112.7
2000-2100	62.0	58.0	67.0	95.0	88.0	77.0	33.0	74.0	68.6
2100-2200	27.0	33.0	50.0	66.0	55.0	48.0	21.0	46.2	42.9
2200-2300	9.0	17.0	21.0	33.0	34.0	37.0	14.0	22.8	23.6
2300-2400	9.0	6.0	4.0	16.0	20.0	28.0	5.0	11.0	12.6
<b>Totals</b>									
0700-1900	4530.0	4326.0	4870.0	4858.0	5464.0	5165.0	2949.0	4809.6	4594.6
0600-2200	5012.0	4761.0	5341.0	5303.0	5883.0	5453.0	3110.0	5260.0	4980.4
0600-0000	5030.0	4784.0	5366.0	5352.0	5937.0	5518.0	3129.0	5293.8	5016.6
0000-0000	5151.0	4891.0	5500.0	5385.0	5978.0	5552.0	3173.0	5381.0	5090.0
<b>AM Peak</b>	0700	0700	1000	0800	0800	1100	1100		
	372.0	378.0	438.0	412.0	416.0	561.0	389.0		
<b>PM Peak</b>	1600	1600	1600	1700	1600	1200	1200		
	699.0	677.0	614.0	709.0	750.0	739.0	415.0		

Source: Wiltshire Council

# 2 Church Road, Laverstock

Fig 2.1 MetroCount, Sept 2017

VirtWeeklyVehicle-6 -- English (ENG)

**Datasets:**

**Site:** [02609081-2] RIVERSIDE RD <30MPH> EAST OF WHITEBRIDGE RD  
**Attribute:** WILTSHIRE  
**Direction:** 8 - East bound A>B, West bound B>A. Lane: 0  
**Survey Duration:** 15:50 11 September 2017 => 11:32 24 September 2017,  
**Zone:**  
**File:** 02609081-2 0 2017-09-24 1129.EC0 (Plus )  
**Identifier:** T465PYJG MC56-L5 [MC55] (c)Microcom 19Oct04  
**Algorithm:** Factory default axle (v5.08)  
**Data type:** Axle sensors - Paired (Class/Speed/Count)

**Profile:**

**Filter time:** 00:00 14 September 2017 => 00:00 21 September 2017 (7)  
**Included classes:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26  
**Speed range:** 2 - 99 mph.  
**Direction:** North, East, South, West (bound), P = East, Lane = 0-16  
**Separation:** Headway > 0 sec, Span 0 - 100 metre  
**Name:** Default Profile  
**Scheme:** Vehicle classification (GB\_DTp)  
**Units:** Part metric (metre, mi, m/s, mph, kg, tonne)  
**In profile:** Vehicles = 59102 / 76905 (76.85%)

VirtWeeklyVehicle-6

**Site:** 02609081-2.0.1EW  
**Description:** RIVERSIDE RD <30MPH> EAST OF WHITEBRIDGE RD  
**Filter time:** 00:00 14 September 2017 => 00:00 21 September 2017  
**Scheme:** Vehicle classification (GB\_DTp)  
**Filter:** CIs(1-26) Dir(NESW) Sp(2,99) Headway(>0) Span(0 - 100) Lane(0-16)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
								1 - 5	1 - 7
<b>Hour</b>									
0000-0100	13.0	9.0	23.0	13.0	15.0	36.0	67.0	14.6	25.1
0100-0200	2.0	7.0	8.0	4.0	15.0	17.0	37.0	7.2	12.9
0200-0300	2.0	7.0	5.0	8.0	6.0	4.0	22.0	5.6	7.7
0300-0400	4.0	3.0	8.0	2.0	7.0	14.0	11.0	4.8	7.0
0400-0500	8.0	8.0	10.0	8.0	3.0	8.0	8.0	7.4	7.6
0500-0600	38.0	36.0	39.0	35.0	31.0	11.0	12.0	35.8	28.9
0600-0700	136.0	149.0	129.0	126.0	122.0	58.0	27.0	132.4	106.7
0700-0800	645.0	664.0	654.0	624.0	552.0	155.0	52.0	627.8	478.0
0800-0900	<b>1109.0</b>	<b>1146.0</b>	<b>1068.0</b>	<b>1152.0</b>	<b>1084.0</b>	387.0	114.0	<b>1111.8</b>	<b>865.7</b>
0900-1000	521.0	531.0	547.0	548.0	534.0	598.0	272.0	536.2	507.3
1000-1100	442.0	438.0	399.0	410.0	486.0	757.0	481.0	435.0	487.6
1100-1200	410.0	404.0	448.0	451.0	496.0	<b>819.0</b>	<b>567.0</b>	441.8	513.6
1200-1300	443.0	465.0	437.0	453.0	595.0	<b>870.0</b>	<b>560.0</b>	478.6	546.1
1300-1400	429.0	415.0	455.0	493.0	564.0	663.0	484.0	471.2	500.4
1400-1500	586.0	511.0	530.0	591.0	660.0	612.0	470.0	575.6	565.7
1500-1600	769.0	690.0	759.0	749.0	957.0	545.0	445.0	784.8	702.0
1600-1700	819.0	877.0	821.0	827.0	967.0	555.0	448.0	862.2	759.1
1700-1800	<b>959.0</b>	<b>1094.0</b>	<b>965.0</b>	<b>997.0</b>	<b>997.0</b>	540.0	357.0	<b>1002.4</b>	<b>844.1</b>
1800-1900	589.0	689.0	661.0	687.0	651.0	416.0	287.0	655.4	568.6
1900-2000	362.0	430.0	432.0	460.0	411.0	359.0	218.0	419.0	381.7
2000-2100	235.0	232.0	257.0	281.0	314.0	185.0	152.0	263.8	236.6
2100-2200	141.0	155.0	151.0	164.0	163.0	141.0	86.0	154.8	143.0
2200-2300	58.0	106.0	103.0	108.0	112.0	127.0	68.0	97.4	97.4
2300-2400	37.0	42.0	47.0	44.0	75.0	93.0	14.0	49.0	50.3
<b>Totals</b>									
0700-1900	7721.0	7924.0	7744.0	7982.0	8543.0	6917.0	4537.0	7982.8	7338.3
0600-2200	8595.0	8890.0	8713.0	9013.0	9553.0	7660.0	5020.0	8952.8	8206.3
0600-0000	8690.0	9038.0	8863.0	9165.0	9740.0	7880.0	5102.0	9099.2	8354.0
0000-0000	8757.0	9108.0	8956.0	9235.0	9817.0	7970.0	5259.0	9174.6	8443.1
<b>AM Peak</b>	0800	0800	0800	0800	0800	1100	1100		
	1109.0	1146.0	1068.0	1152.0	1084.0	819.0	567.0		
<b>PM Peak</b>	1700	1700	1700	1700	1700	1200	1200		
	959.0	1094.0	965.0	997.0	997.0	870.0	560.0		

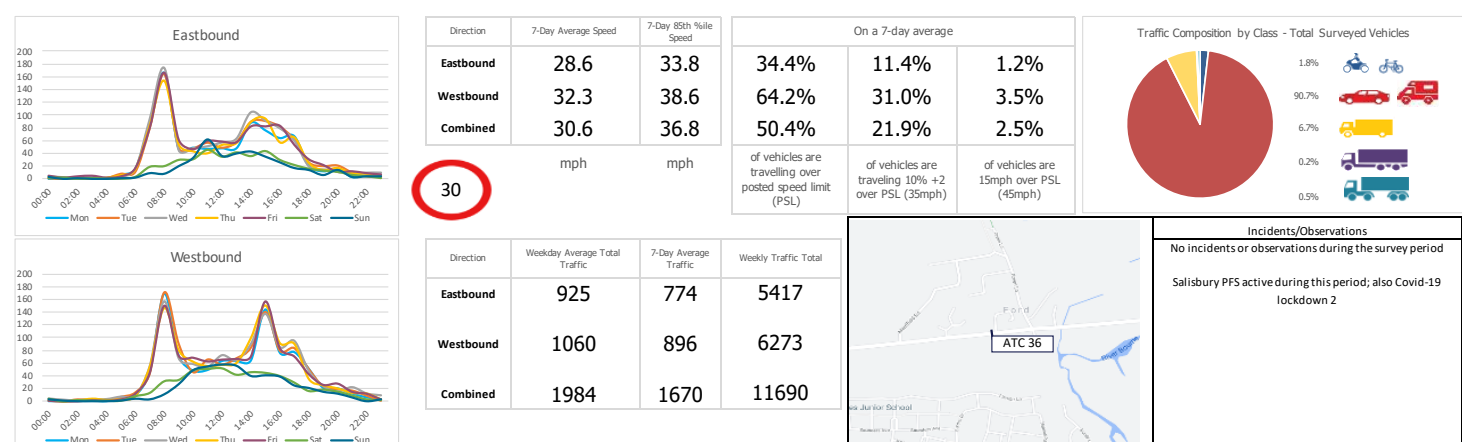
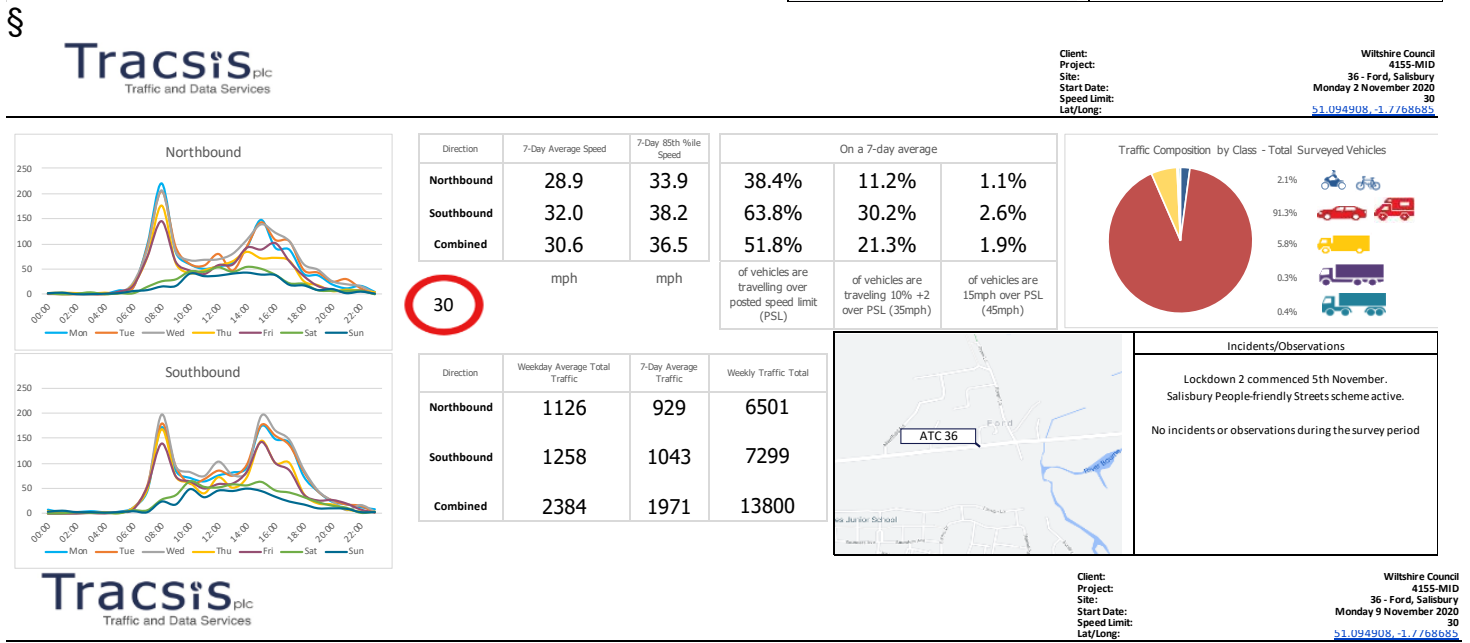
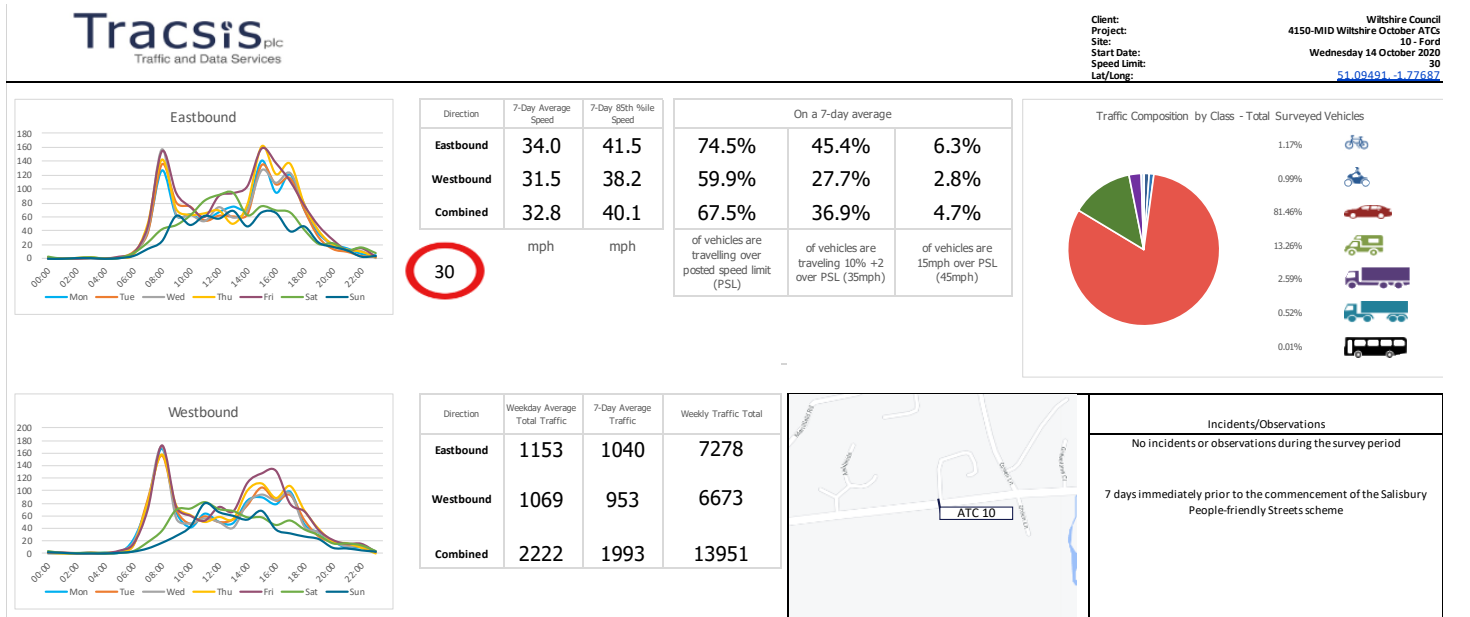
### 3 Ford Road/Roman Road

Figure 3.1 MetroCount, Feb 2020 (pre-Covid pandemic)

<b>Report Id - 1048</b>						
<b>Site Name - 02622013-1</b>						
<b>Description - UNNAMED RD [30MPH] EAST OF ASHLANDS</b>						
<b>Direction - West</b>						
<b>Virtual Week (1)</b>						
Time	Hourly Totals	>SL1 35 ACPO	>SL1% 35 ACPO	>SL2% 45 DFT	Average Speed	Standard deviation
Mon	1103	543	49.23	6.256	34.7	6.9
Tue	1183	577	48.77	6.171	34.9	7
Wed	1282	648	50.55	7.098	35.1	7.2
Thu	1241	605	48.75	5.157	34.6	6.8
Fri	1286	600	46.66	6.765	34.7	7.2
Sat	869	462	53.16	10.13	35.6	7.8
Sun	764	409	53.53	9.424	35.7	7.8
<b>Mon-Sun</b>	<b>7728</b>	<b>3844</b>	<b>49.74</b>	<b>7.039</b>	<b>35</b>	<b>7.2</b>
<b>Mon-Fri 6095</b>						
Vehicles = 7728						
Posted speed limit = 30 mph, Exceeding = 6148 (79.55%), Mean Exceeding = 37.50 mph						
Limit 1 (ACPO) (30 * 100%) + 5 = 35 mph, Exceeding = 3844 (49.74%)						
Limit 2 (DFT) (30 * 100%) + 15 = 45 mph, Exceeding = 544 (7.039%)						
Maximum = 77.8 mph, Minimum = 5.6 mph, Mean = 35.0 mph						
85% Speed = 41.94 mph, 95% Speed = 46.42 mph, Median = 34.90 mph						
10 mph Pace = 29 - 39, Number in Pace = 4441 (57.47%)						
Variance = 52.20, Standard Deviation = 7.22 mph						
<b>Direction - East</b>						
<b>Virtual Week (1)</b>						
Time	Hourly Totals	>PSL% 30	>SL1% 35 ACPO	>SL2% 45 DFT	Average Speed	Standard deviation
Mon	1034	68.67	33.27	4.352	32.8	7.1
Tue	1144	67.31	32.26	4.108	32.5	7.1
Wed	1182	75.13	39.26	4.738	33.4	7
Thu	1204	70.6	33.06	4.485	32.9	7.2
Fri	1170	64.87	32.05	3.932	32.1	7.3
Sat	703	75.53	41.96	6.828	34.1	7.5
Sun	636	75.16	40.09	6.132	34	7.2
--	<b>7073</b>	<b>70.49</b>	<b>35.35</b>	<b>4.736</b>	<b>33</b>	<b>7.2</b>
<b>Mon-Fri 5734</b>						
Vehicles = 7073						
Posted speed limit = 30 mph, Exceeding = 4986 (70.49%), Mean Exceeding = 36.24 mph						
Limit 1 (ACPO) (30 * 100%) + 5 = 35 mph, Exceeding = 2500 (35.35%)						
Limit 2 (DFT) (30 * 100%) + 15 = 45 mph, Exceeding = 335 (4.736%)						
Maximum = 73.4 mph, Minimum = 5.3 mph, Mean = 33.0 mph						
85% Speed = 39.59 mph, 95% Speed = 44.74 mph, Median = 32.77 mph						
10 mph Pace = 27 - 37, Number in Pace = 4348 (61.47%)						
Variance = 51.78, Standard Deviation = 7.20 mph						
<b>Direction - West + East: vehicles</b>						
\	<b>Totals</b>	<b>Average daily</b>				
<b>Mon-Sun</b>	14801	2114				
<b>Mon-Fri</b>	11829	2366				

Source: Wiltshire Council

Figure 3.2 Traffic volume and speed surveys, October/November 2020



Source: Wiltshire Council