

## Traffic Count Holybourne 2024

Count of vehicular movements along London Road

### Aim

To create a data set showing the volume of traffic using the village to establish if further counts could be useful in reviews of planning applications and future developments within the village.

### Method

- Manual count of all vehicle movements on London Road at Complins and Church Lane
- Numbers recorded at 5 minute intervals
- The count was conducted by volunteers from the Village for an hour at a time including students from Treloars College.

### Context

With the potential future overdevelopment of the village, concerns were raised about the current numbers of vehicles using London Road and the time taken to get in and out of the village due to the traffic lights on Montecchio Way. To review this, it is important to have a current figure that can be used to establish if further exploration is required and gauge the potential impact of any large increase in housing.

Review of the Department of Transport Data supported the decision to do a manual traffic count over a 12 hour period from 7am to 7pm to provide an estimate of Road use. As the resources for an automated count are out of the HVAs control, a manual count provides a baseline figure which can be explored further if required.

### Outcome

Two counts have been conducted,

1. During February 2024 was time limited to the school peak period as it is noted there is an increase in traffic at this time and enabled us to create some generalised results.
2. 12 hour traffic count was conducted 19 March 2024 at two points on London Road Complins and Church Lane.

The counts counted all vehicles passing a specified point to create consistency at the change over of traffic count volunteers.

Holybourne sees significant traffic, the estimates produced after the initial count during peak times at Complins was approximately 432 per hour or 5184 over 12 hours.

The 7 to 7 count confirmed this was fairly accurate with an hourly average 434 and the total counted over 12 hours 5215.

At Church Lane, the figures are lower an hourly average of 226 and the 12 hour total being 2720. The difference is most likely due to School Traffic as well as those living the the first part of the village.

We are unlikely to see a reduction in the volume of traffic, our Schools will grow over time and the catchment area will increase, we have a thriving pub and community which cannot be allowed to stagnate but it also cannot be destroyed through over development or the creation of a through road to the dual carriageway (should that be an option discussed in the future) as it will be used to bypass congestion elsewhere.

## Observations

These are observations from the traffic volunteers:

- My biggest observations between 12 and 1 at Complins were a) the constant stream of traffic - it was broadly the same rate for every 5 minute block with no quiet patches b) the speed that people approach the lights and also head in to the village is frankly terrifying c) the number of large vehicles (farm machinery and lorries mainly) was surprising and again fairly constant. C) the fact that 399 cars passed me in an hour in the middle of a Tuesday is frankly crazy.
- At Church Lane I would say it was the speed of some of the cars. We all know how hard it is to turn onto the main road.
- 8 to 9 Complins 755. Scary thing was how people speed up so as not to miss the light Crazy
- My observation from my time spent in the drizzle today (sorry we picked a duff day!) was how constant traffic was and the dangerousness of the Eggars exit - at least two near misses between 5-6pm with cars coming quickly out of Eggars in a bid to get through the lights and then cars coming very quickly turning left into the village. I think if they are turning right into village cars have a better visual of the queues coming out. Whereas those turning left are impeded by the bushes on the left corner, they have to accelerate from standstill at lights, that's a slight incline so pick up speed and turn left downhill makes for more speed. Anything coming out of Eggars at same moment is asking for trouble!
- I saw near misses there too and some who pulled over to the traffic lights from Eggars only just getting their vehicles over the line - the Treloars buses and large vans struggled to get round!
- One of the farm vehicles coming out of Church Lane had huge prongs sticking out of the front (for picking up hay bales?) and they were swinging backwards and forwards, not fixed in anyway, if he had stopped suddenly they would have lurched forward and pierced something. It was a tight squeeze anyway to miss the car parked across the road. Those yellow lines don't go far enough along the road to left (towards the pub).
- The amount of cars speeding - both up to the junction from church lane and along London road was a bit of a shocker. Especially as visibility is limited with the parked cars and the need to dip in and out. A car had nipped in, to allow oncoming traffic, but the car behind it carried on. Then there was a staggered queue (due to parked cars and the rogue car carrying on) starting from the other side of the post office back to about 3 cars past Church lane.
- I can back that up as a resident of London Road but I was also shocked by the speed of traffic up and down London Road today in my 2 sessions.
- Anyone think a 20mph limit through the village might be considered?
- Should be like Selborne with the narrowing in my opinion. I have cars coming past my house at insane speeds all day and night

- I walked down London Rd this morning. At 8.35, traffic backed up stationary from the traffic lights to the theatre. I didn't have my phone so could not take a picture, but worth noting.
- On a separate note, yet again a car in front of me at the traffic lights turned right into Holybourne through a red light. I complained about this to highways years ago but they insisted it wasn't an issue!

Appendix shows the report forms, and data collected as well as photos taken.

**Points for further discussion:**

1. Increase of 200 houses will increase vehicle movements in and out of the village by 1/3
2. Speed is a major issue - the cars parked on London Road help reduce this speed some what.
3. It can take 20 minutes to get out of the village at peak time any potential developers should be considering this.
4. It is not for developers to dictate how the villagers on London Road park, yes it is a pinch point but the bigger issue it getting out of the village (which will increase if the Neatham Down development goes ahead.
5. The volume of traffic currently shocked all the volunteers and perhaps it would be pertinent for an automated count with speed check to take place.

Thank you to our generous volunteers who offered their time to complete this data.

## APPENDIX

1. DATA COLLECTION SHEETS
2. TRAFFIC COUNT FEBRUARY 2024
3. TRAFFIC COUNT MARCH 2024
4. PHOTOGRAPHS



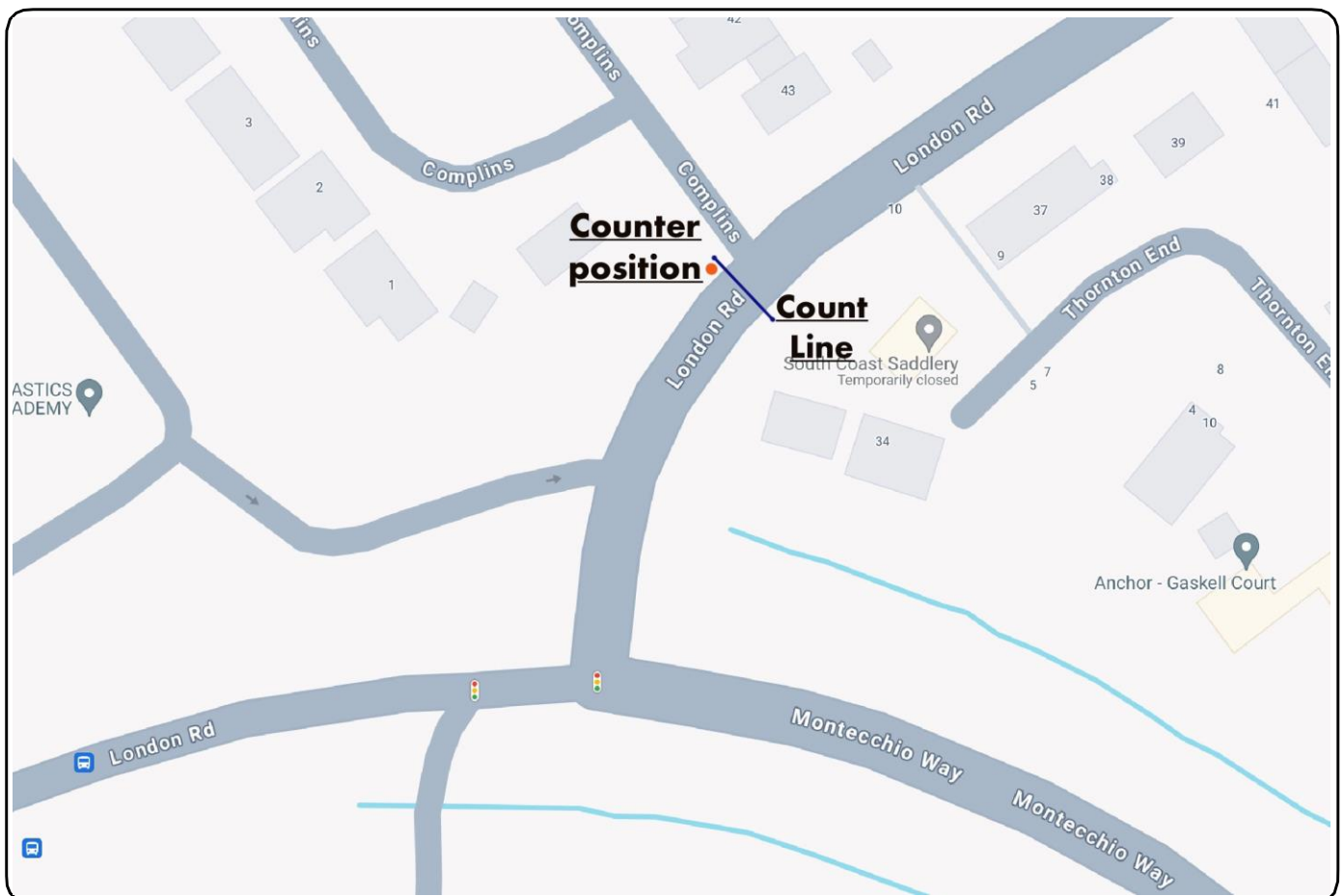
# Holybourne Traffic Count

**Aim:** To count vehicular movement in and out of the village.

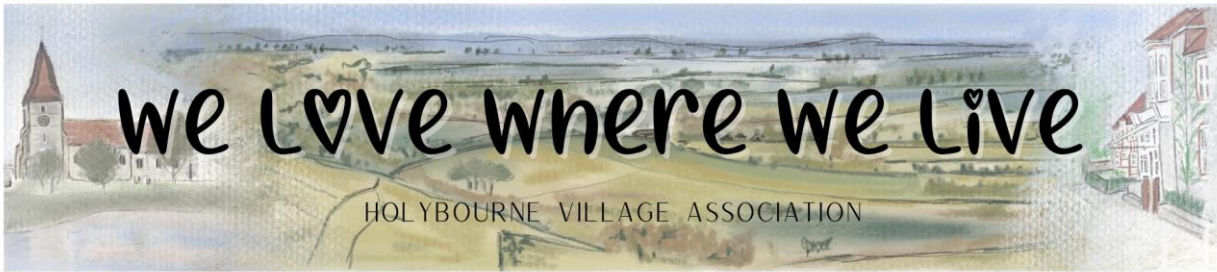
**Method:** Manual count with clicker between a specific time frame eg 8-9.30.  
Recording readings every 5 minutes.  
For consistency the count is of any vehicle passing the count line.

**Position:** Outside entrance of Complins (near the Holybourne Sign)

**Map of count area:**







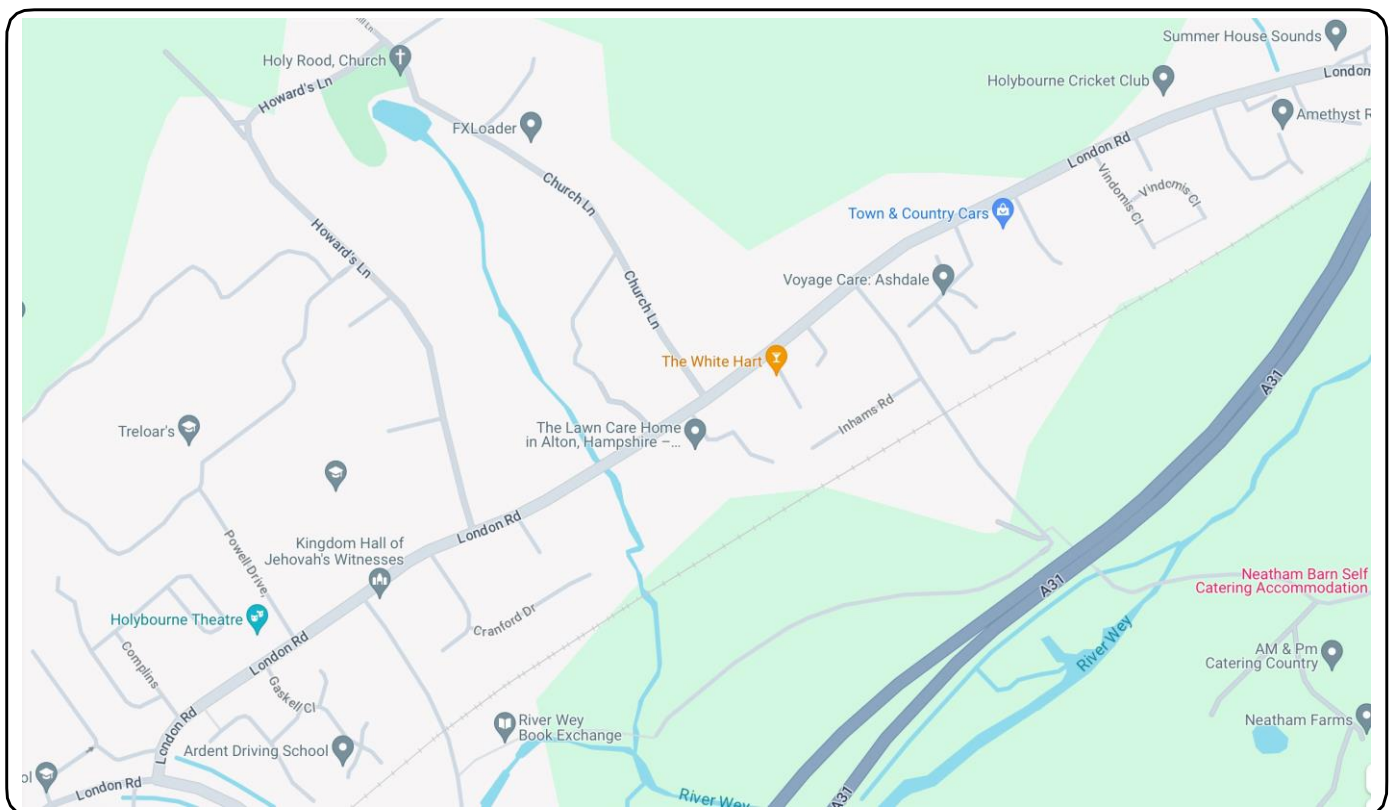
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**Position:** Mark on map location of count

**Map of count area:**







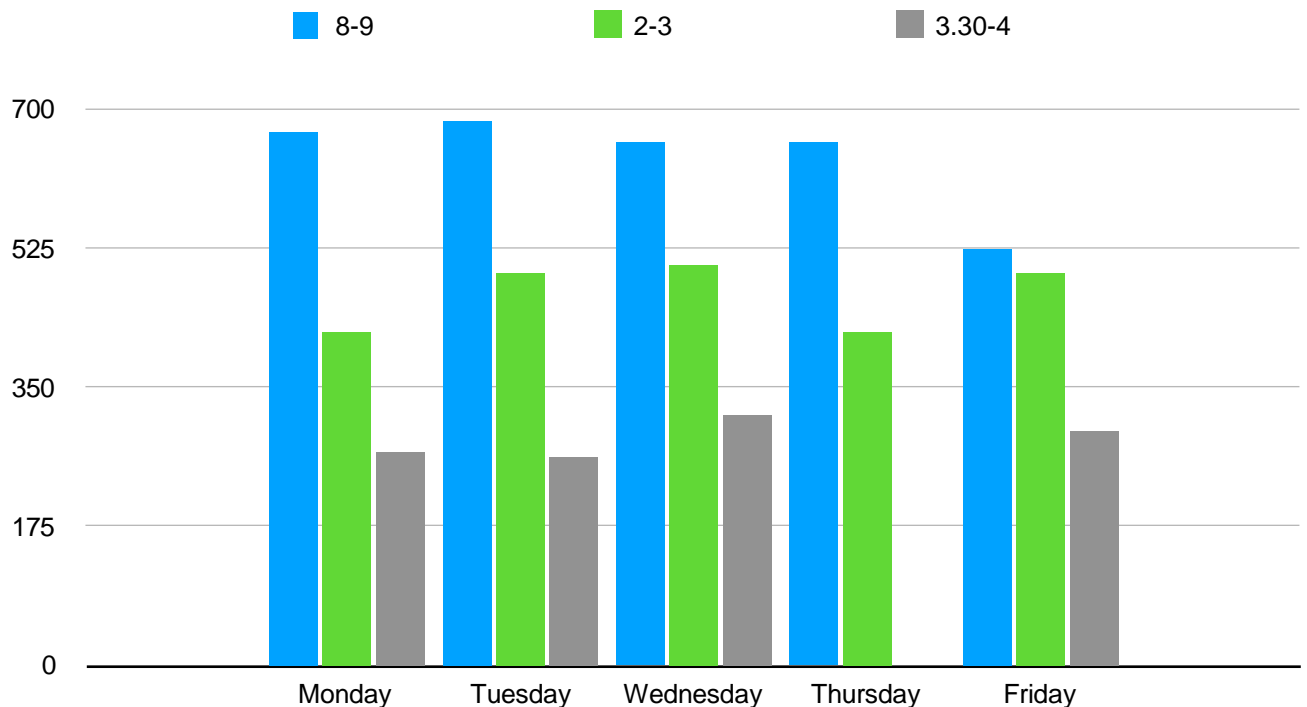
## Holybourne traffic count February 2024

- We instigated a traffic count week commencing Monday 5 February.
- The count was of all vehicular movements in and out of the village at the Complins Junction with London Road.
- This was a manual count with a clicker and readings noted every 5 minutes.
- Times were 8-9am and 2.30-4pm.

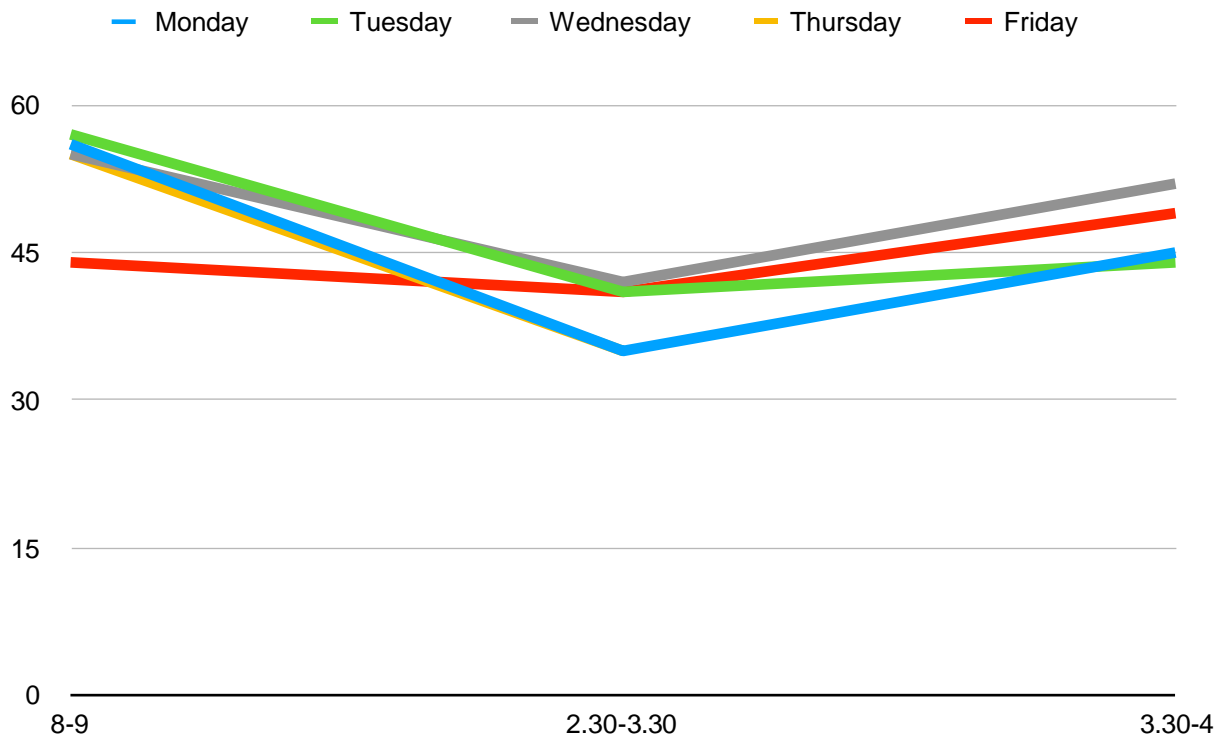
Results shown below are the readings for Monday - Friday 8-9, 2.30-3.30 and 3.30 - 4

Day	8-9	2.30-3.30	3.30-4.00
Monday	670	418	268
Tuesday	683	493	263
Wednesday	658	502	316
Thursday	656	420	
Friday	523	493	294

Total movements counted



NB the Thursday count stopped at 3.30 which is why there is no data for 3.30-4



Average number of car movements over 5 minutes.

- A 5 day average shows a 5 minute average of 47 movements or 564 per hour
- It should be noted that significant movements happen between 9 and 9.15am
  - Monday 9-9.15 was 132 cars
  - Thursday 9-9.02 was 37 cars.
- 5 minute average during half term 25 movements per 5 minutes or 300 an hour.
- If we average both as an approximate daily average until further data is captured 36 movements per 5 minutes or 432 an hour
  - 12 hours x 432 = approx 5184 movements or roughly 7 per household
- 220 houses would increase this by 30%

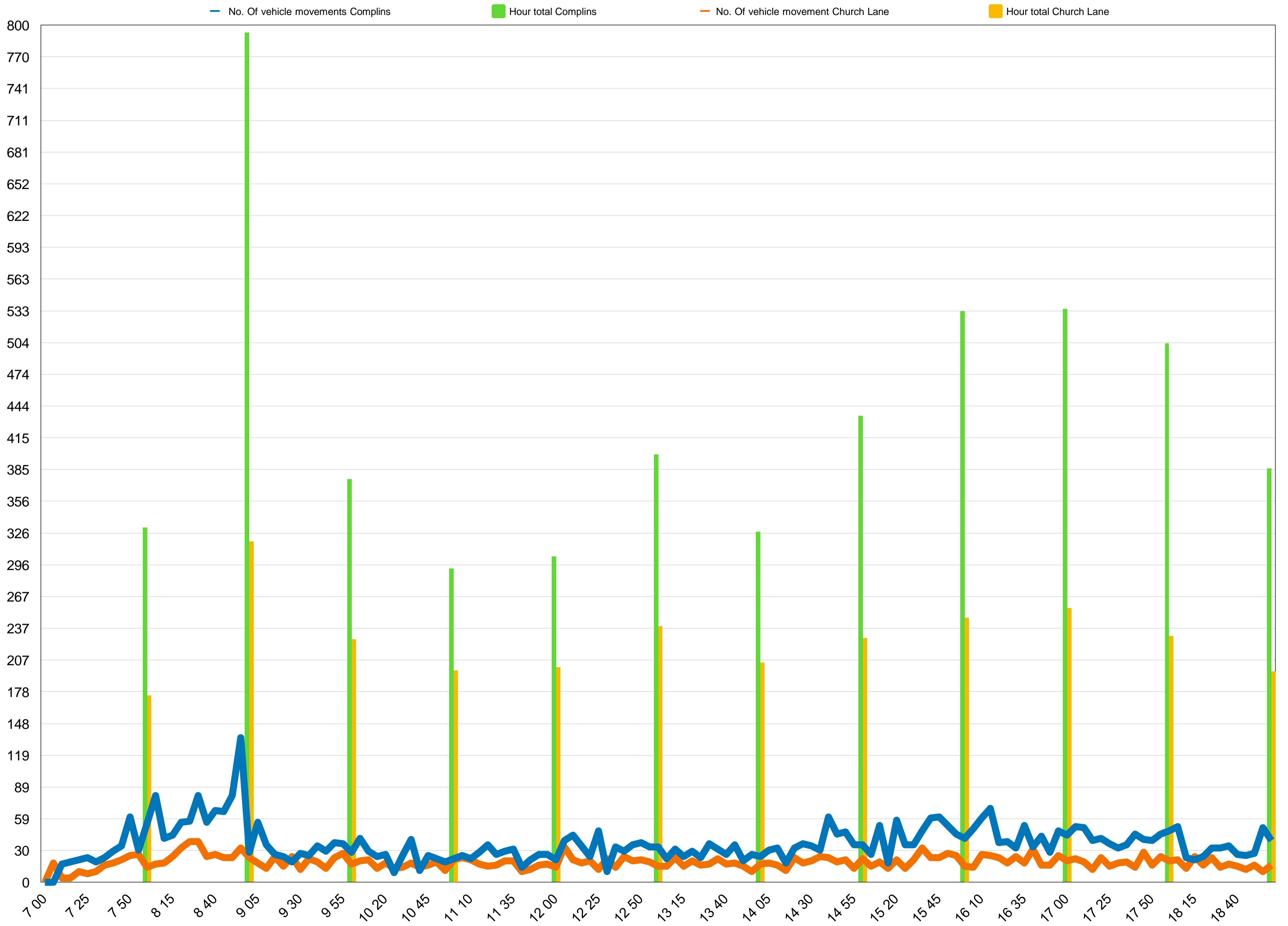
We are old like to continue to capture traffic data until Easter and include a 7-7 count on one day in multiple points of the village to give a snapshot of how busy the village is.

- Treloars are going to help
- Andrews Endowed are considering if it is feasible for them to assist as well
- BUT we need more volunteers.
- I have contacted our local EHDC and HCC councillors to see there is any scope for a static count.
- A count was conducted 2021 from 22 September until 3rd December assessing speed and also counting traffic I believe the total count from that period was 90643 over 73 days.
  - 1241 a day incoming to the village - we have been counting both directions but even doubling this data it's significantly less than what we are currently seeing.
- Further data will be distributed in due course.

Megan-Beth Millar 19/02/2024

## TRAFFIC COUNT HOLYBOURNE 19 MARCH 2024

Time		Vehicle movement on London Road at:					
		Complins			Church Lane		
		Readings	Number of vehicle movements	Hour total	Readings	Number of vehicle movements	Hour total
7	00	0	0		0	0	
7	05	0	0		18	18	
7	10	17	17		22	4	
7	15	36	19		26	4	
7	20	57	21		36	10	
7	25	80	23		44	8	
7	30	99	19		54	10	
7	35	122	23		70	16	
7	40	151	29		88	18	
7	45	185	34		109	21	
7	50	246	61		134	25	
7	55	276	30		160	26	
8	00	331	55	331	174	14	
8	05	81	81		17	17	
8	10	122	41		35	18	
8	15	166	44		59	24	
8	20	222	56		91	32	
8	25	279	57		129	38	
8	30	360	81		167	38	
8	35	416	56		191	24	
8	40	483	67		217	26	
8	45	549	66		240	23	
8	50	630	81		263	23	
8	55	765	135		295	32	
9	00	793	28	793	318	23	
9	05	56	56		18	18	
9	10	91	35		31	13	
9	15	117	26		55	24	
9	20	141	24		70	15	
9	25	160	19		94	24	
9	30	187	27		106	12	
9	35	212	25		128	22	
9	40	246	34		147	19	
9	45	275	29		160	13	
9	50	312	37		183	23	
9	55	348	36		210	27	
10	00	376	28	376	227	17	
10	05	41	41		20	20	
10	10	70	29		41	21	
10	15	94	24		54	13	
10	20	120	26		72	18	
10	25	129	9		85	13	
10	30	154	25		99	14	
10	35	194	40		117	18	
10	40	205	11		131	14	
10	45	230	25		147	16	
10	50	252	22		166	19	
10	55	271	19		177	11	
11	00	293	22	293	198	21	
11	05	25	25		23	23	
11	10	47	22		44	21	
11	15	75	28		61	17	
11	20	110	35		76	15	
11	25	136	26		92	16	
11	30	165	29		112	20	
11	35	196	31		132	20	
11	40	210	14		142	10	
11	45	231	21		154	12	
11	50	257	26		170	16	
11	55	283	26		187	17	
12	00	304	21	304	201	14	
12	05	39	39		33	33	
12	10	83	44		54	21	
12	15	117	34		72	18	
12	20	141	24		92	20	
12	25	189	48		104	12	
12	30	199	10		126	22	
12	35	232	33		140	14	
12	40	261	29		164	24	
12	45	296	35		184	20	
12	50	333	37		205	21	
12	55	366	33		224	19	
13	00	399	33	399	239	15	
13	05	22	22		15	15	
13	10	53	31		38	23	
13	15	77	24		53	15	
13	20	106	29		73	20	
13	25	129	23		89	16	
13	30	165	36		106	17	
13	35	196	31		128	22	
13	40	222	26		145	17	
13	45	257	35		163	18	
13	50	277	20		178	15	
13	55	303	26		188	10	
14	00	327	24	327	205	17	
14	05	30	30		18	18	
14	10	62	32		34	16	
14	15	80	18		45	11	
14	20	112	32		68	23	
14	25	148	36		86	18	
14	30	182	34		106	20	
14	35	212	30		130	24	
14	40	273	61		153	23	
14	45	318	45		172	19	
14	50	365	47		193	21	
14	55	400	35		206	13	
15	00	435	35	435	228	22	
15	05	26	26		15	15	
15	10	79	53		34	19	
15	15	97	18		47	13	
15	20	155	58		68	21	
15	25	190	35		81	13	
15	30	225	35		102	21	
15	35	273	48		134	32	
15	40	333	60		157	23	
15	45	394	61		180	23	
15	50	447	53		207	27	
15	55	492	45		232	25	
16	00	533	41	533	247	15	
16	05	50	50		14	14	
16	10	110	60		40	26	
16	15	179	69		65	25	
16	20	216	37		88	23	
16	25	254	38		106	18	
16	30	286	32		130	24	
16	35	339	53		148	18	
16	40	372	33		179	31	
16	45	415	43		195	16	
16	50	443	28		211	16	
16	55	491	48		236	25	
17	00	535	44	535	256	20	
17	05	52	52		22	22	
17	10	103	51		41	19	
17	15	142	39		53	12	
17	20	183	41		76	23	
17	25	219	36		91	15	
17	30	251	32		109	18	
17	35	286	35		128	19	
17	40	331	45		142	14	
17	45	371	40		170	28	
17	50	410	39		186	16	
17	55	455	45		210	24	
18	00	503	48	503	230	20	
18	05	52	52		21	21	
18	10	75	23		34	13	
18	15	96	21		58	24	
18	20	120	24		74	16	
18	25	152	32		97	23	
18	30	184	32		111	14	
18	35	218	34		128	17	
18	40	244	26		143	15	
18	45	269	25		155	12	
18	50	296	27		171	16	
18	55	347	51		181	10	
19	00	386	39	386	197	16	
		<b>TOTAL</b>	<b>5215</b>	<b>5215</b>	<b>TOTAL</b>	<b>2720</b>	
		<b>AVERAGE</b>	<b>35.97</b>	<b>434.58</b>	<b>AVERAGE</b>	<b>226.67</b>	



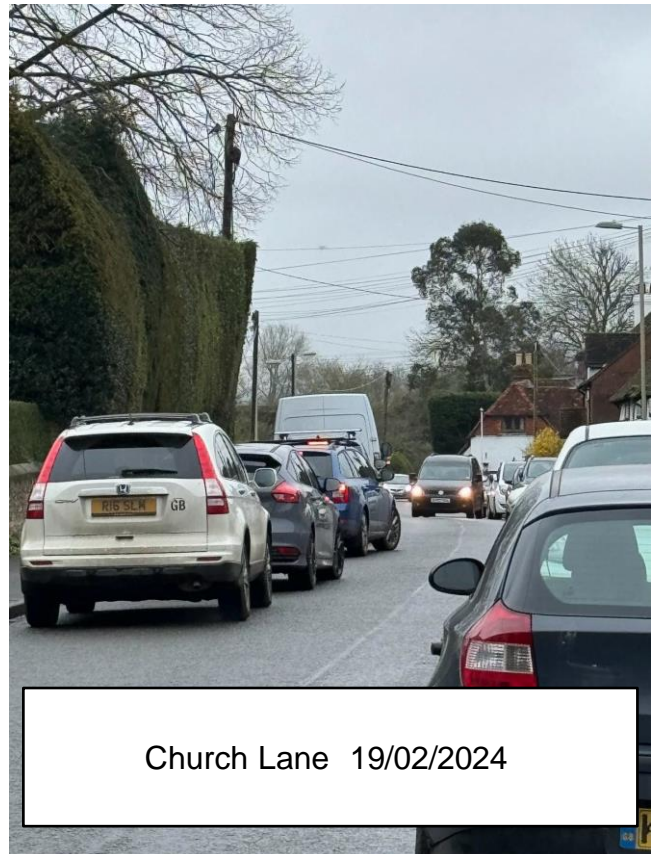
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7	00	0	0		0	0	
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7	15	36	19		26	4	
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7	25	80	23		44	8	
7	30	99	19		54	10	
7	35	122	23		70	16	
7	40	151	29		88	18	
7	45	185	34		109	21	
7	50	246	61		134	25	
7	55	276	30		160	26	
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11	10	47	22		44	21	
11	15	75	28		61	17	
11	20	110	35		76	15	
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11	40	210	14		142	10	
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12	20	141	24		92	20	
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12	30	199	10		126	22	
12	35	232	33		140	14	
12	40	261	29		164	24	
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12	55	366	33		224	19	
13	00	399	33	399	239	15	
13	05	22	22		15	15	
13	10	53	31		38	23	
13	15	77	24		53	15	
13	20	106	29		73	20	
13	25	129	23		89	16	
13	30	165	36		106	17	
13	35	196	31		128	22	
13	40	222	26		145	17	
13	45	257	35		163	18	
13	50	277	20		178	15	
13	55	303	26		188	10	
14	00	327	24	327	205	17	
14	05	30	30		18	18	
14	10	62	32		34	16	
14	15	80	18		45	11	
14	20	112	32		68	23	
14	25	148	36		86	18	
14	30	182	34		106	20	
14	35	212	30		130	24	
14	40	273	61		153	23	
14	45	318	45		172	19	
14	50	365	47		193	21	
14	55	400	35		206	13	
15	00	435	35	435	228	22	
15	05	26	26		15	15	
15	10	79	53		34	19	
15	15	97	18		47	13	
15	20	155	58		68	21	
15	25	190	35		81	13	
15	30	225	35		102	21	
15	35	273	48		134	32	
15	40	333	60		157	23	
15	45	394	61		180	23	
15	50	447	53		207	27	
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16	10	110	60		40	26	
16	15	179	69		65	25	
16	20	216	37		88	23	
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16	50	443	28		211	16	
16	55	491	48		236	25	
17	00	535	44	535	256	20	
17	05	52	52		22	22	
17	10	103	51		41	19	
17	15	142	39		53	12	
17	20	183	41		76	23	
17	25	219	36		91	15	
17	30	251	32		109	18	
17	35	286	35		128	19	
17	40	331	45		142	14	
17	45	371	40		170	28	
17	50	410	39		186	16	
17	55	455	45		210	24	
18	00	503	48	503	230	20	
18	05	52	52		21	21	
18	10	75	23		34	13	
18	15	96	21		58	24	
18	20	120	24		74	16	
18	25	152	32		97	23	
18	30	184	32		111	14	
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Church Lane 16.30 06/02/2024



Church Lane 10.05 19/02/2024



Church Lane 19/02/2024



Complins AM 19/04/2024



This morning Complins