



# **Swanmore Parish Council**

## **Key Routes Traffic Survey Analysis** **June / September 2021** **Version 2.0**

**Prepared by Councillor Pete Ansty**

## Document Control

Version 1.0	27/09/2021	First Version
Version 2.0	07/10/2021	Updated after review

## Introduction 2021

An initial survey of traffic in the village was completed in 2019. It highlighted that there were real concerns over traffic speeds on the major routes in and out of the village. This survey has been undertaken to see if the situation has improved or indeed got worse. The first part of the report shows the current situation, the second is a comparison with the 2019 results.

The following formed the introduction to the 2019 report but its content is relevant to this report and is retained.

The data provided by Ampfield was in spreadsheet format, this was taken and used to provide the following consolidated results. Day / hour breakdowns of the individual sites are provided as a set of graphs in the appendix to this document for reference.

It should also be noted that in terms of overall data Hampshire County Council (HCC) have access to the police injury accident database, which includes casualties in three categories of slight, serious and fatal, and they consider patterns and clusters of accidents including all three injury categories in addition to analysis of outright speed data when considering changes to speed limits / junction improvements etc.

In addition, with regards to speeding it is important to recognise that the Police Service operate within a nationally agreed guidance framework when it comes to enforcement. This is normally exceeding the speed limit by 10 per cent plus 2 MPH. so for a 30 MPH road this results in enforcement over 35 MPH and for 40 MPH road this is 46 MPH. These boundaries are shown in the following analysis in addition to the actual speed limit for reference.

Please Note: This document does not attempt to suggest any actions or activities which should be proposed as a result of the findings but simply presents the information for further consideration and interpretation as appropriate.

## Reporting Rational

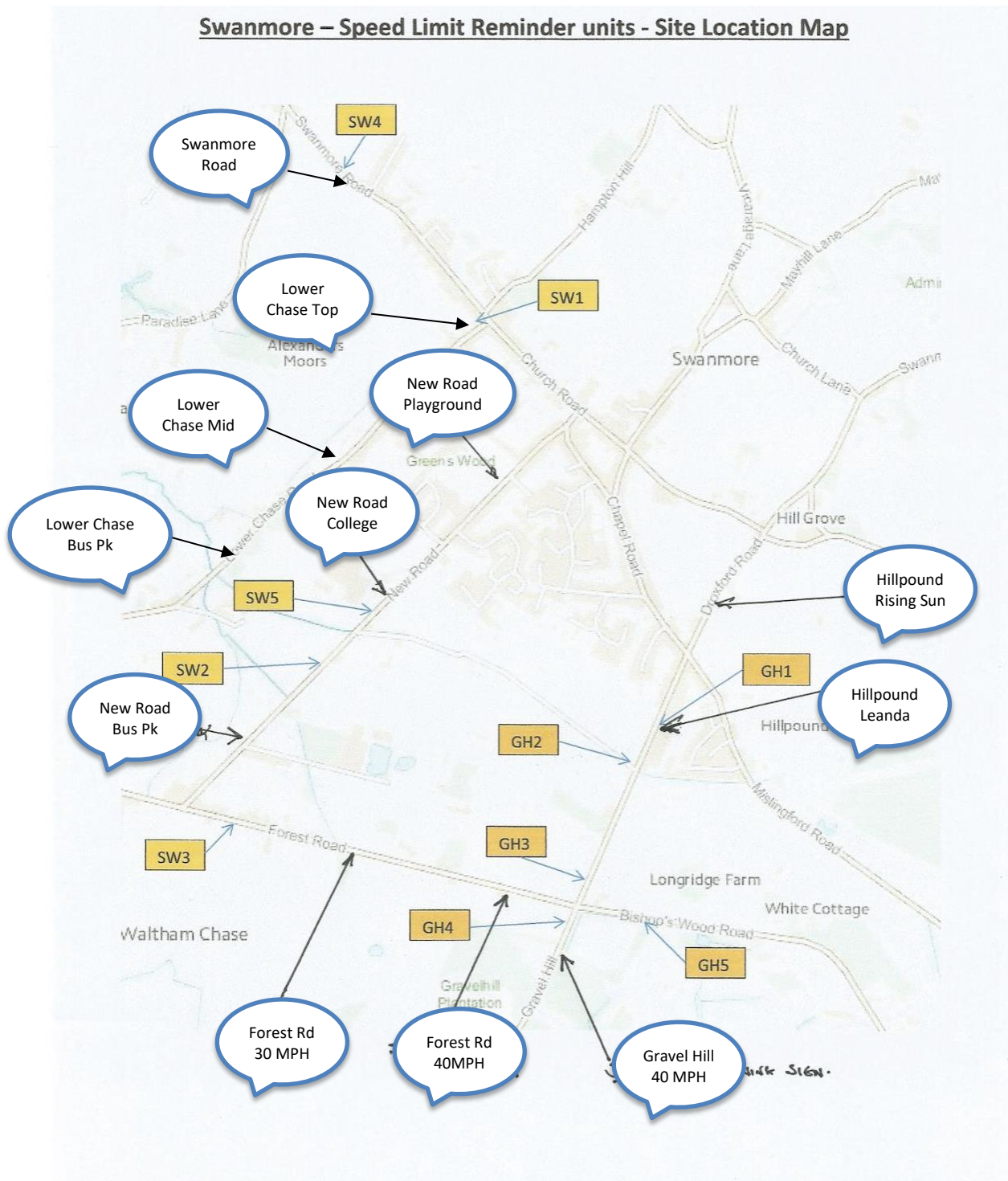
Two measures on reporting speed are used by the authorities. The Department of Transport guidance on assessing speed limits utilises mean (Average) speeds plus looking at the safety history of the location (as mentioned above) when considering changes to the speed limit, this is what HCC use. Another measure which the police use more and we have used in the data analysis is the 85-percentile measure when assessing traffic flows and speeds, the following definition is from the Department of Transport documentation.

*What is the 85th Percentile measure?*

*The 85th percentile speed is the speed at or below which 85 percent of the motorists drive on a given road unaffected by slower traffic or poor weather. This speed indicates the speed that most motorists on the road consider safe and reasonable under ideal conditions. It is a good guideline for the speed the majority of vehicles are travelling on that road.*

## Locations

The following map shows the locations where traffic was measured for this study. The SW and GH boxes show the various locations for our 3 speed limit reminder units.

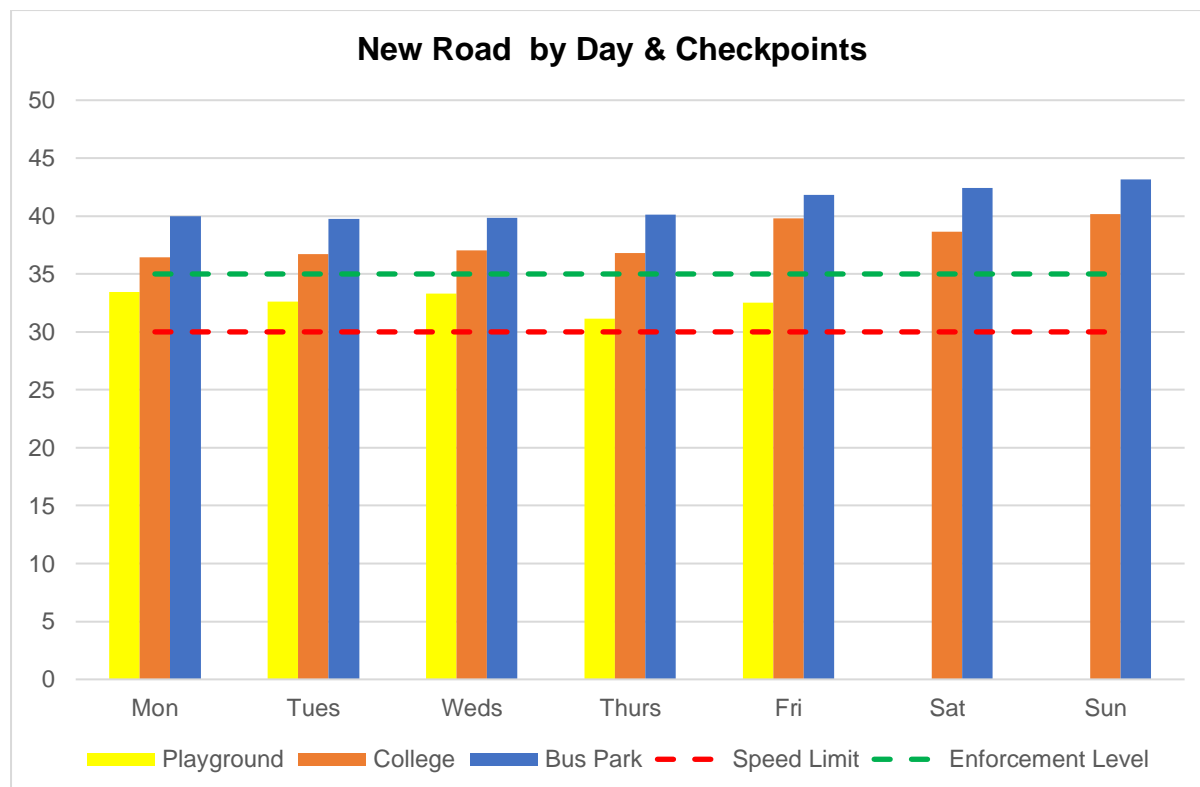


## Analysis Approach

Where there are multiple recording points on a particular road for example New Road, the data is summarised by position to give an indication of differences at each recording point.

## New Road

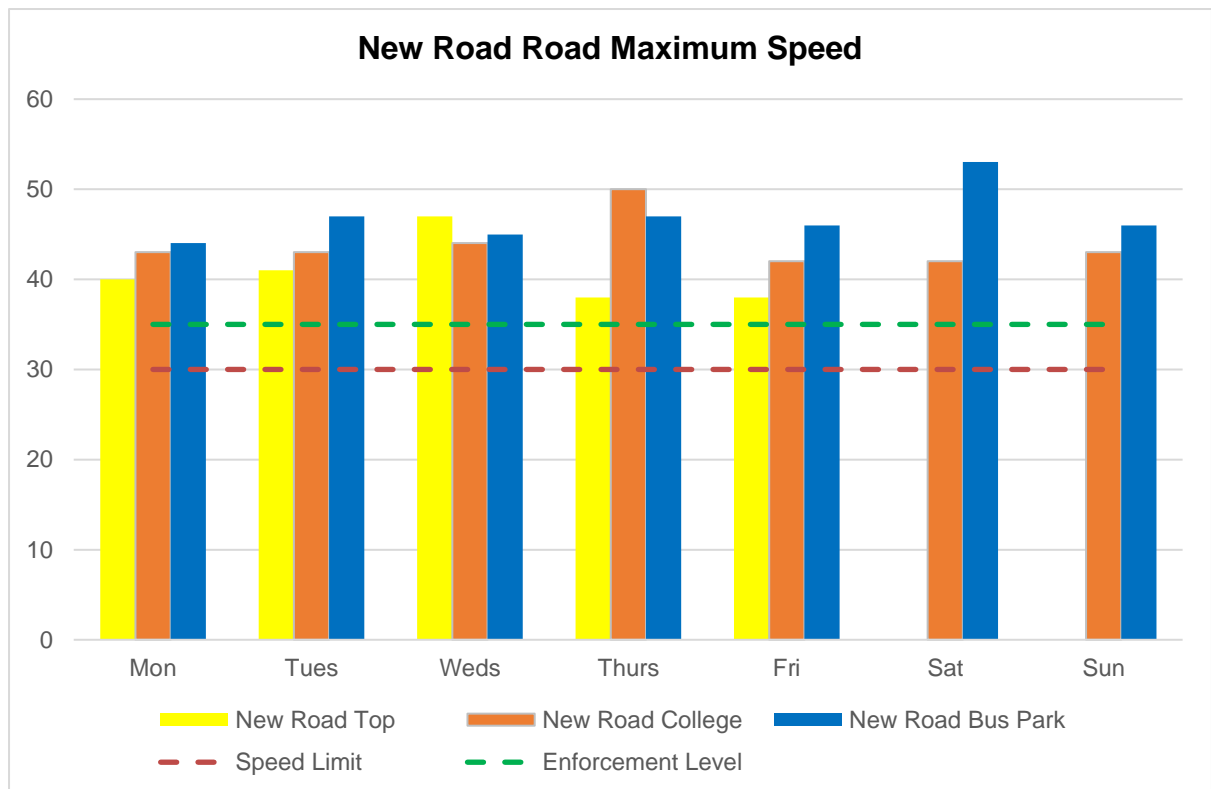
Again, as in the previous survey, three locations were recorded. New Road playground was by the recreation ground where the playground sign is located. New Road College is as it suggests outside the college and New Road Business Park adjacent to Brickyard Road.



As before, vehicle speeds increase once out of the relatively congested top of New Road. Also, it can be seen the relative increase in speed at the end of the week is more marked passing the College and the Business Park. This may be due to a number of factors including that the college is closed at the weekend so there are less parked cars to slow the flow.

However, it should be noted in all cases the College and Business Park speeds are above the enforceable level all week.

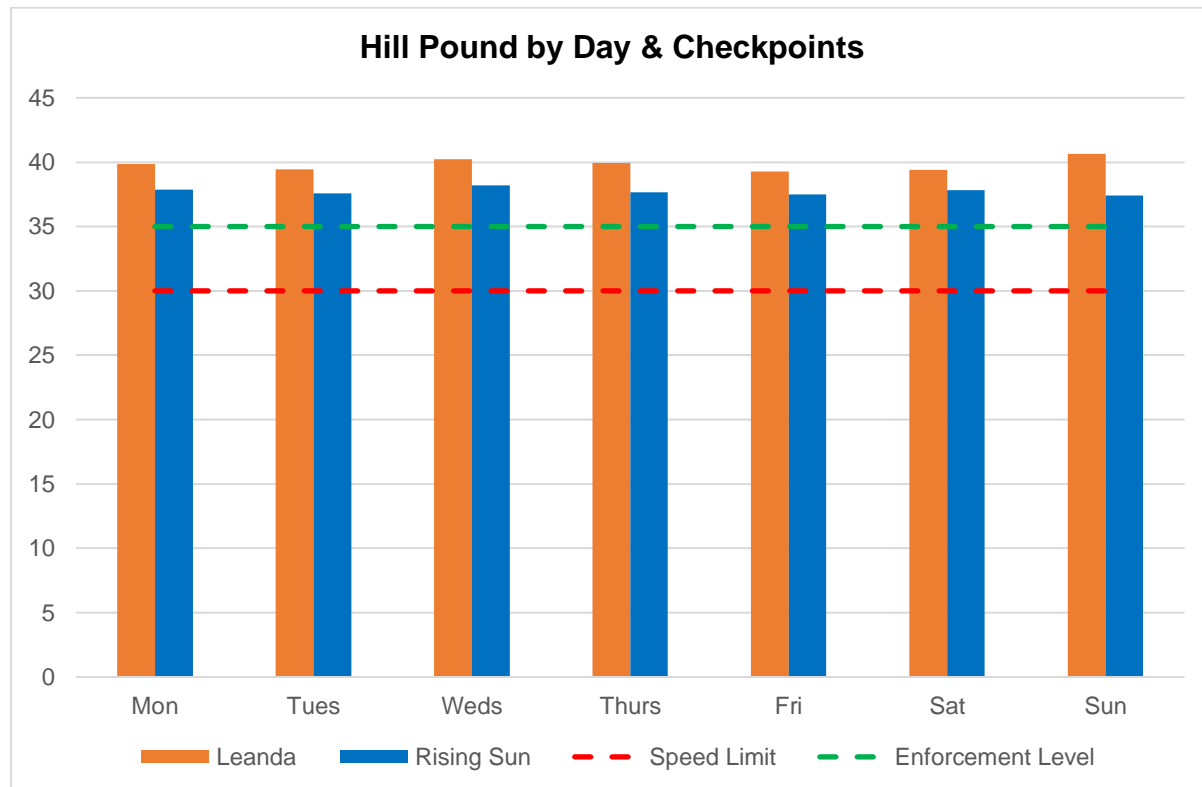
**Note:** Speed readings were not collected over the weekend at the playground location hence no data for those days.



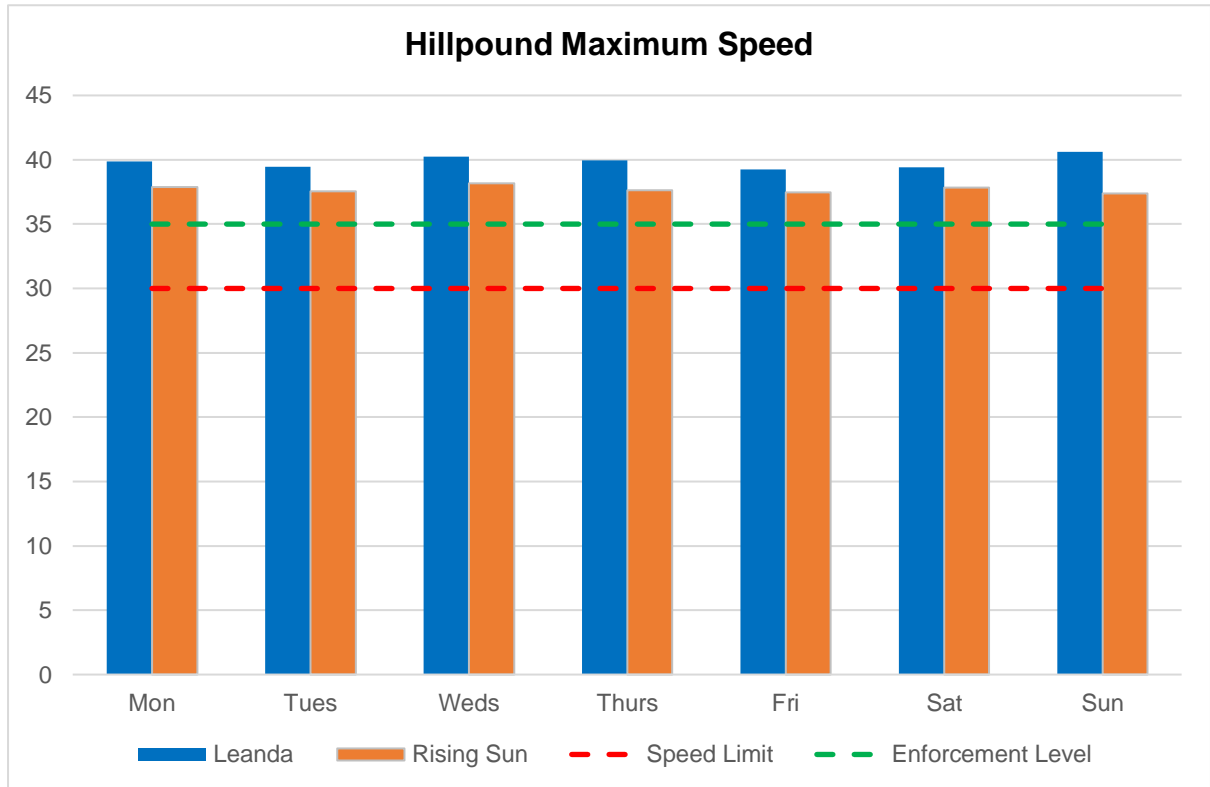
A comparison with the last survey is shown later in this document but similar highest speeds were captured in this survey compared to last time. It is appreciated that the incidence of these speeds is low compared with the general flow of traffic and also outside peak traffic times but is still a concern.

## Hill Pound

Two recording points were utilised in this area, one by Leanda House just at the point of build-up of properties on Hill Pound and also opposite the Rising Sun Pub just past the Mislingford Road / Chapel Road Crossroads.



Traffic flows both ways are consistent across the week with minimal change. It should be noted however in both cases speeds are above the enforcement level with Traffic entering in the more built-up area consistently higher.

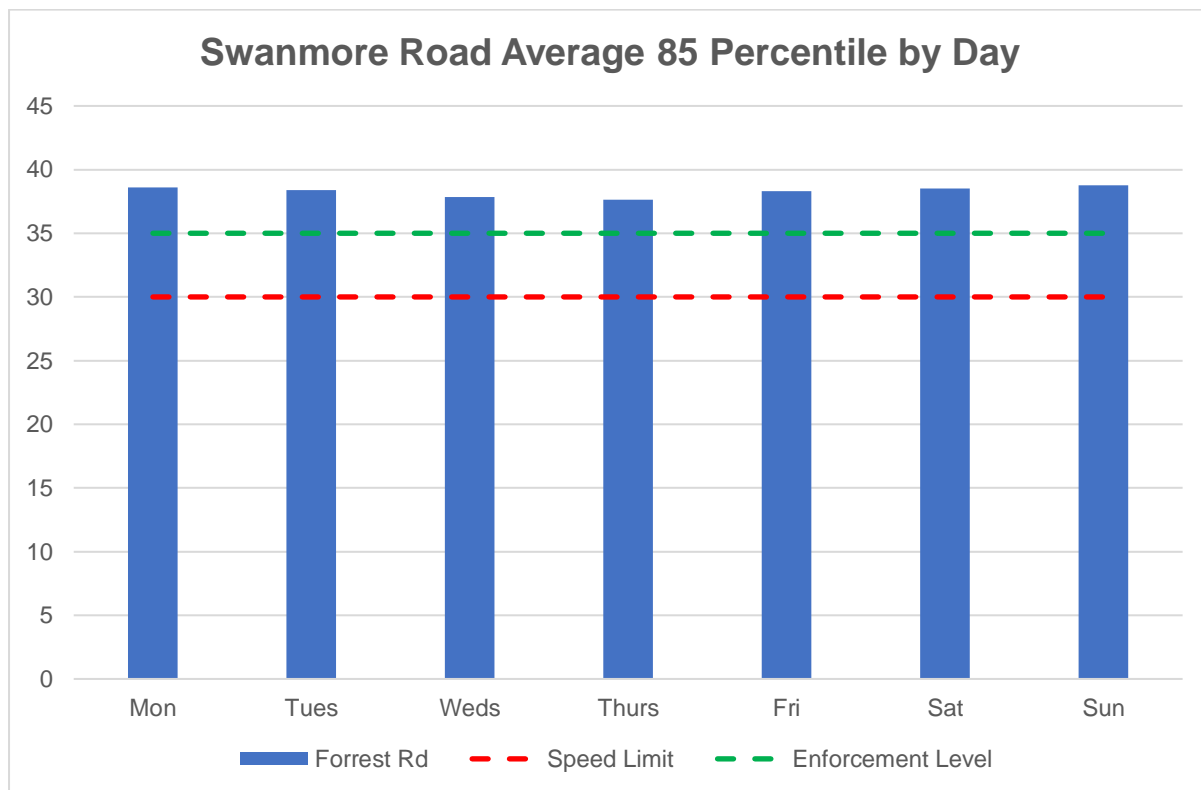


Maximum speeds recorded are not significantly different from the 85-percentile shown previously however, this shows a more consistent elevation of the speed above the limit irrespective of time and day.

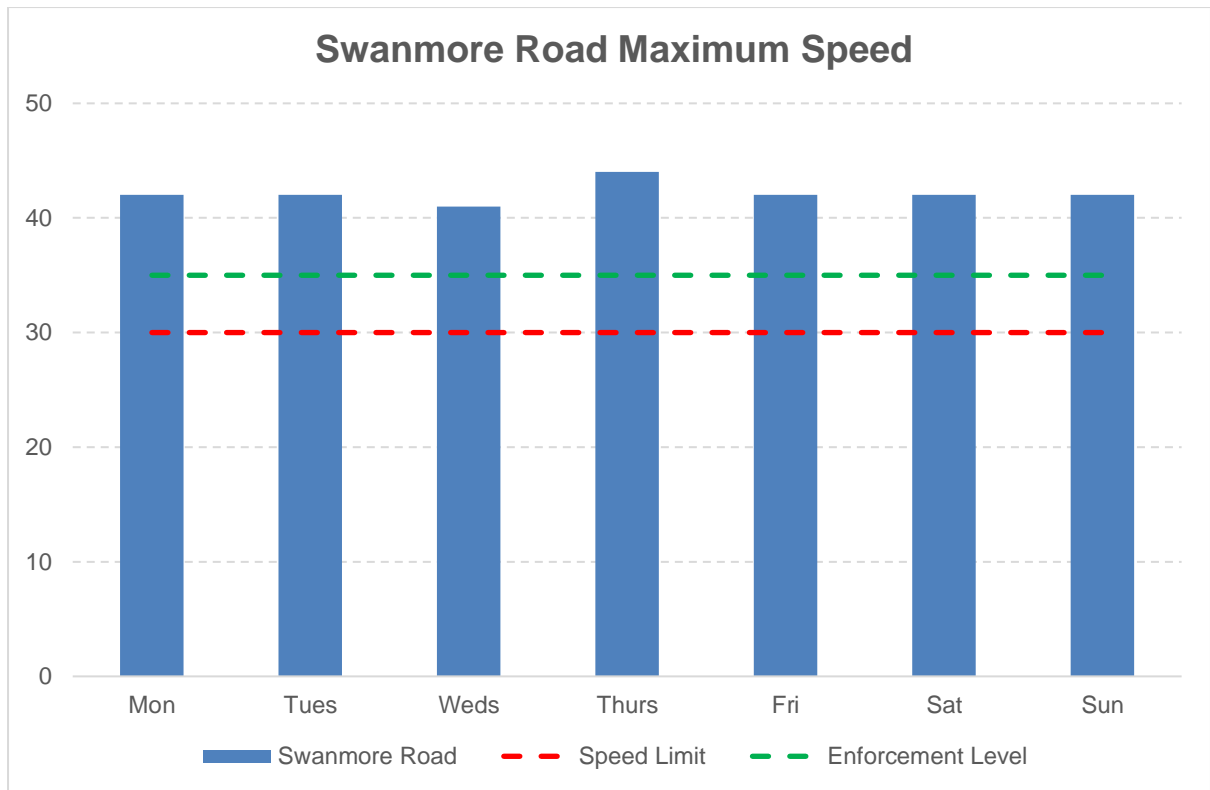


## Swanmore Road

One recording point for this analysis located near the Moorlands Road junction.



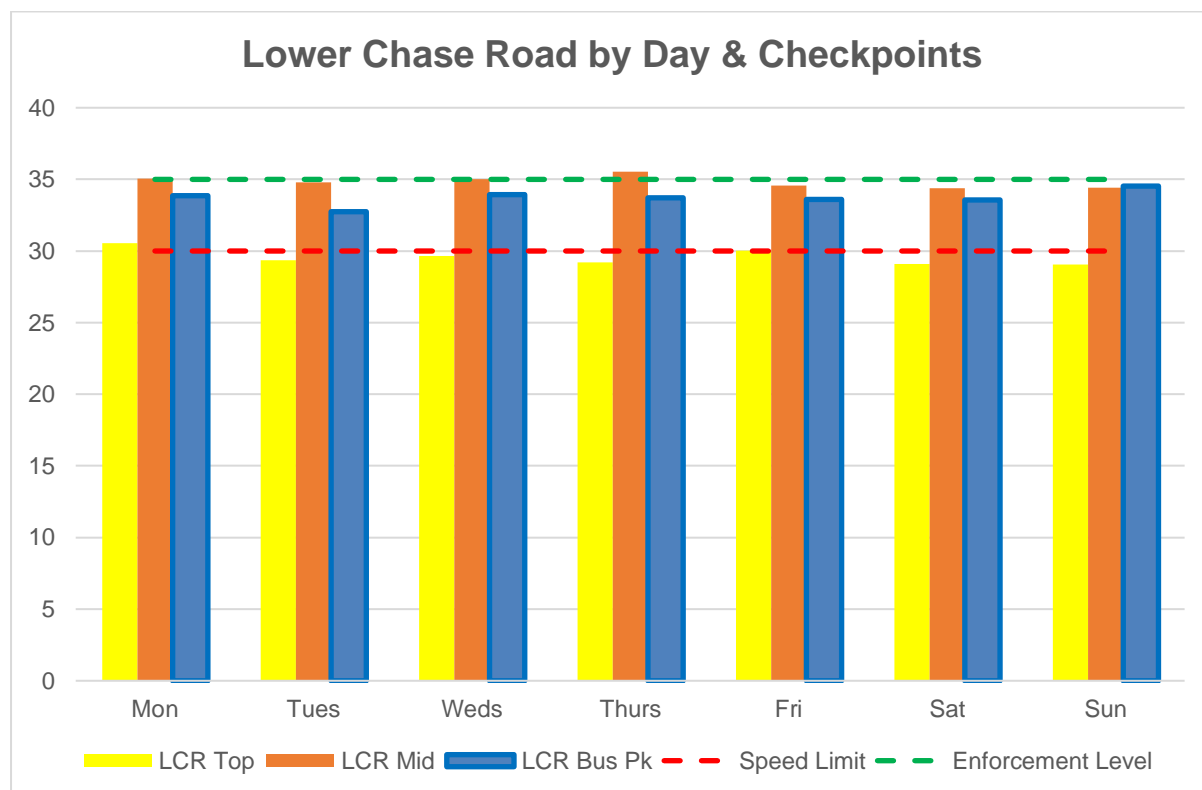
Traffic flows are consistent across the week with minimal change. As before it should be noted however that speeds are above the limit and the enforcement level.



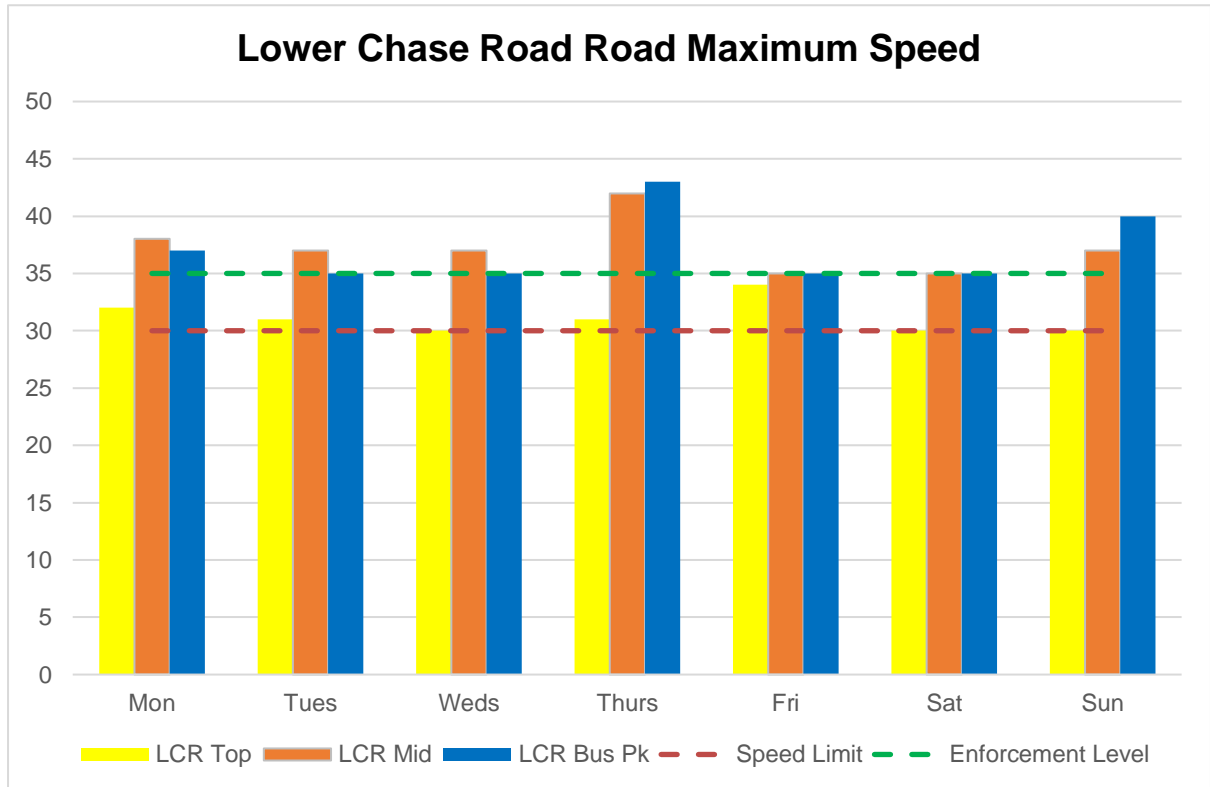
This stretch of road is one where anecdotal evidence suggest speeding is a real issue. This is borne out by the data above showing maximum speeds on each day were recorded at over 10 MPH above the speed limit .

## Lower Chase Road

Three recording points were utilised in this area. One at the top of Lower Chase Road, one at a mid-point and one by the Business Park



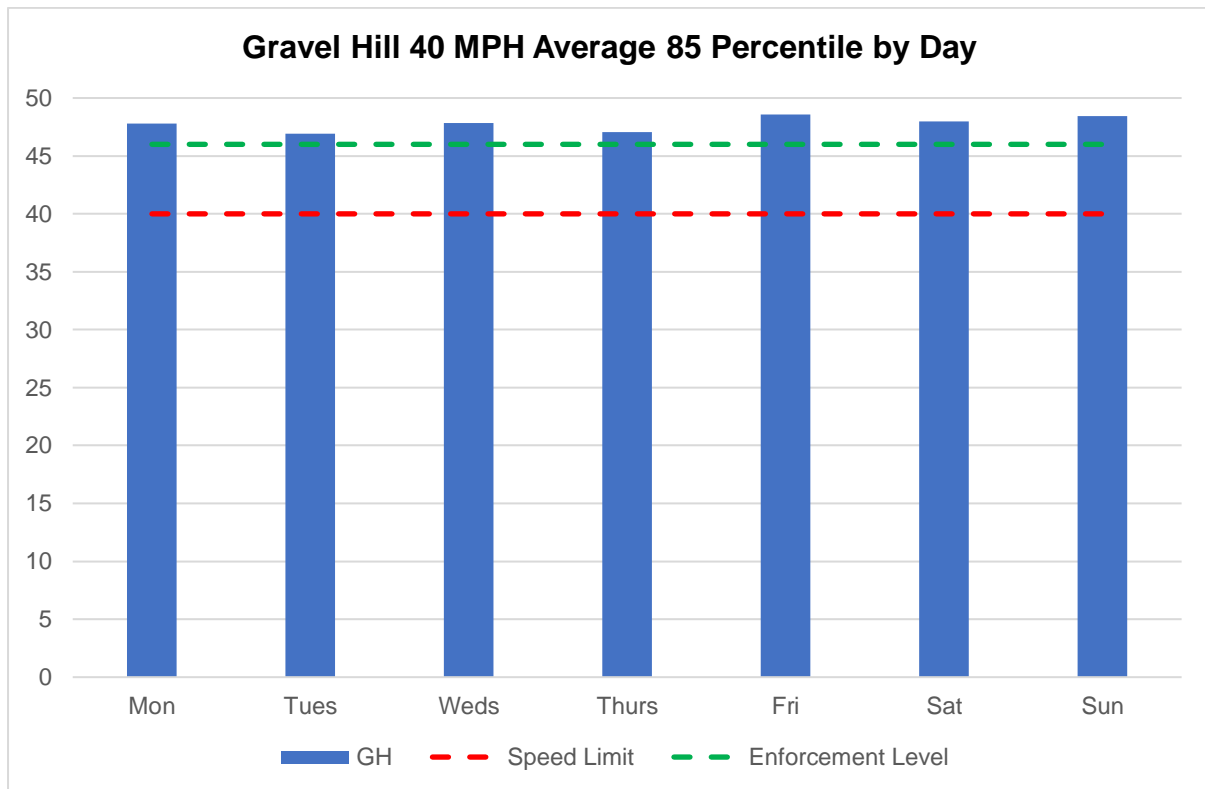
Traffic at the top of Lower Chase Road is at or around the speed limit. This is probably due to the parked vehicles slowing traffic. It can be seen that speeds at the other two checkpoints are higher with the midpoint the highest but still below the enforcement level.



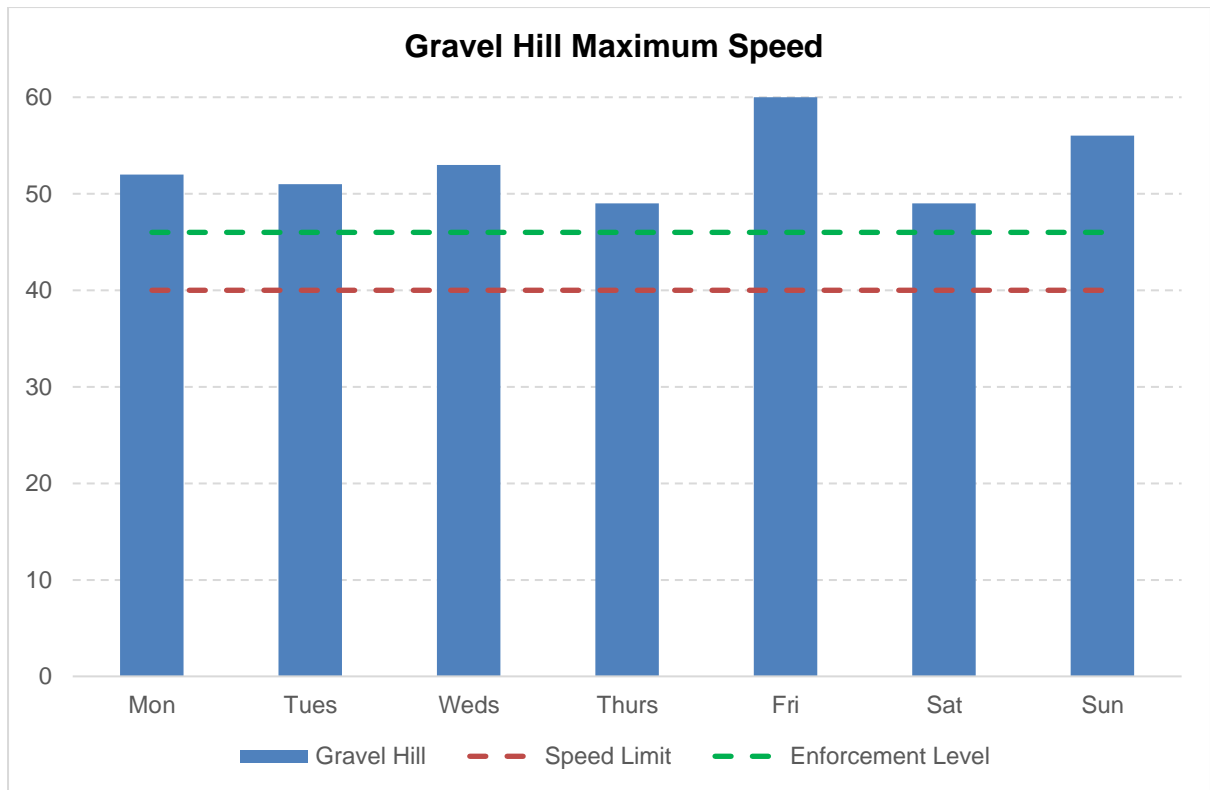
While there are instances of higher speeds again these are limited and may reflect when the sample data was captured and not a consistent issue as most of the week followed the data on the previous graph.

## Gravel Hill

An additional speed check has been added from the last survey on Gravel Hill in the 40MPH zone at the Parish Council's request. This was done to get some indication of vehicle speed approaching the junction with Bishopswood Road and Forest Road which has been the site of a number of accidents recently despite some improvement made to the junction by HCC at the Parish Councils request



Unsurprisingly for anybody familiar with that stretch of road average speeds were well in excess of the permitted 40MPH on all days and all at or above the enforcement level.

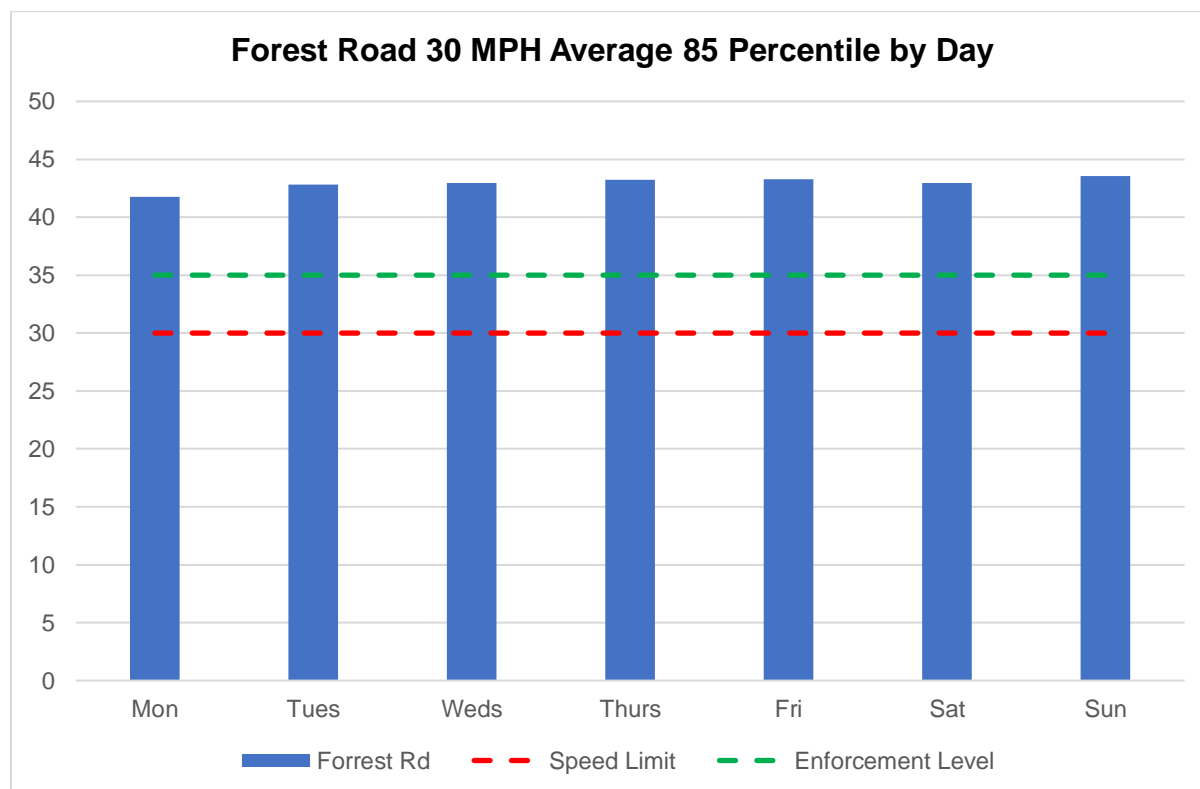


Maximum speeds were logged at almost 50MPH consistently during the reporting period and in the week surveyed a speed of 60 MPH was observed. Which is a concern taking into consideration the number of accidents which have occurred at that junction.

## Forest Road

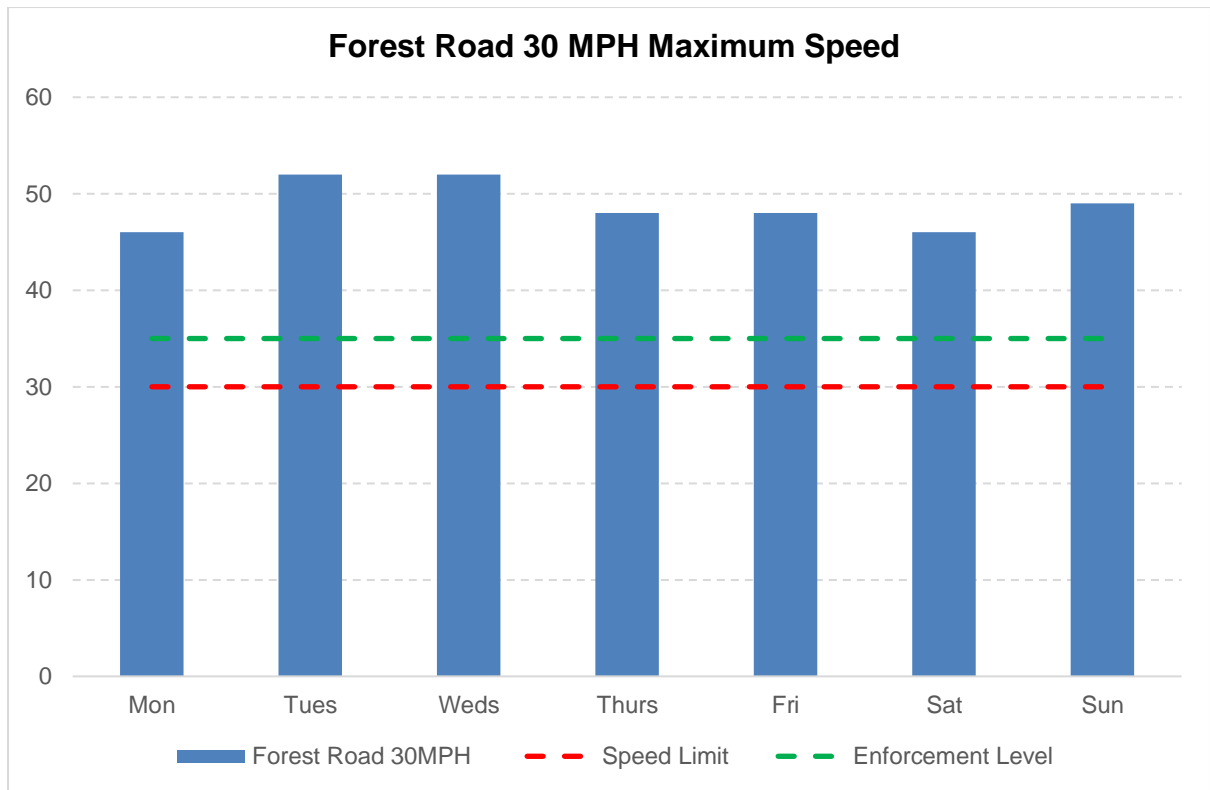
Some issues were raised by residents over the speed of traffic along this road which is split between a 30 MPH and a 40 MPH section. Therefore, to provide accurate analysis, recordings were made in both sections and are shown below.

### 30 MPH Section Results



Like last time, of all the roads analysed this shows the largest deviation of the 85<sup>th</sup> percentile showing on average, vehicles are travelling at least 10 MPH over the 30 MPH speed limit. It is also in excess of the enforcement speed by some degree.

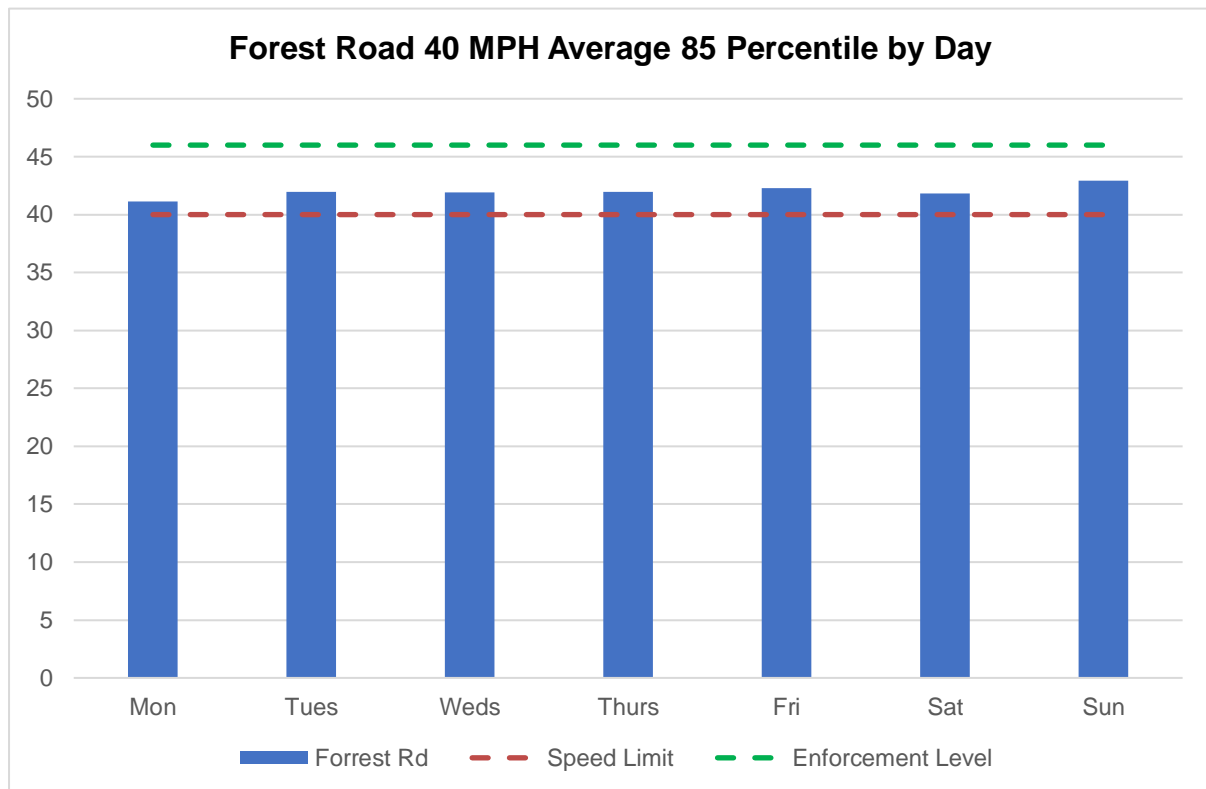
This concern is further exacerbated by the fact that the 30 MPH has the higher density of houses and associated potential pedestrian foot traffic exacerbated by the fact there is no footpath from New Road towards Gravel Hill at the point where these measurements were taken.



Again the above chart shows the issues with speeding in the 30MPH section of Forest Road with traffic in some cases exceeding the speed limit by 20MPH.

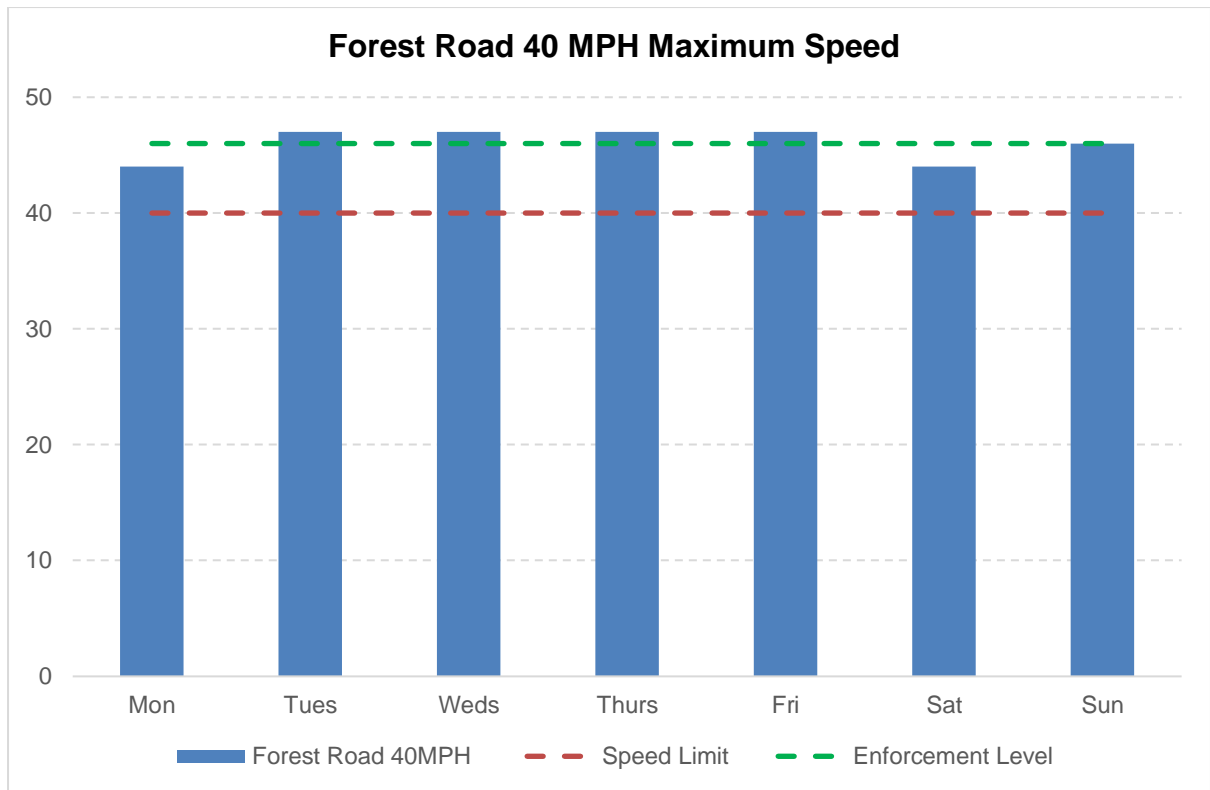


## 40 MPH Section Results



By contrast looking at the 40 MPH section, vehicle speed is at or around the stated limit most of the time or within 3 MPH deviation.

Considering the nature of the road i.e., long and straight this is unusual in comparison to other roads in the area. This could be explained by the undulating nature of this section which naturally curbs excessive speed.

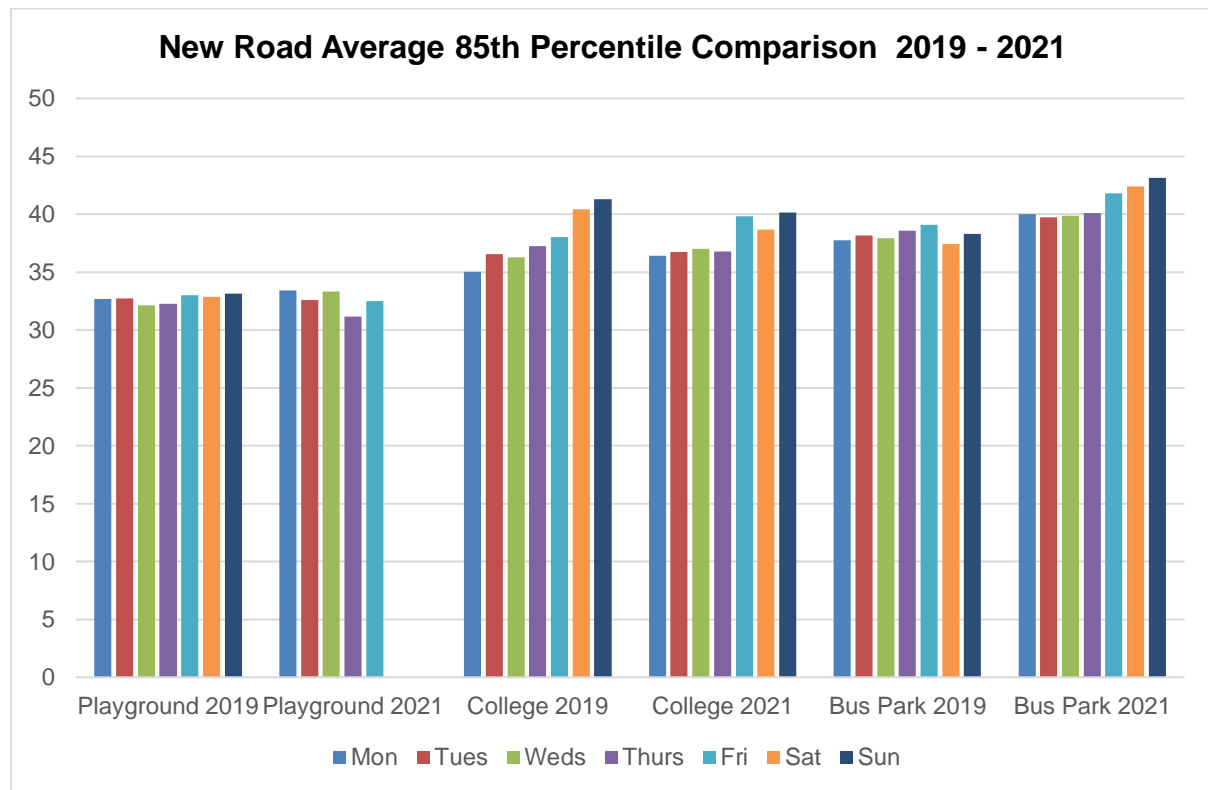


When looking at the chart above compared with the 30 MPH analysis, we see a marked contrast in highest speed in the 40 MPH section relative to the 30MPH one where although above the limit it is at or below the enforcement level.

## Comparisons and Conclusions with the 2019 Results

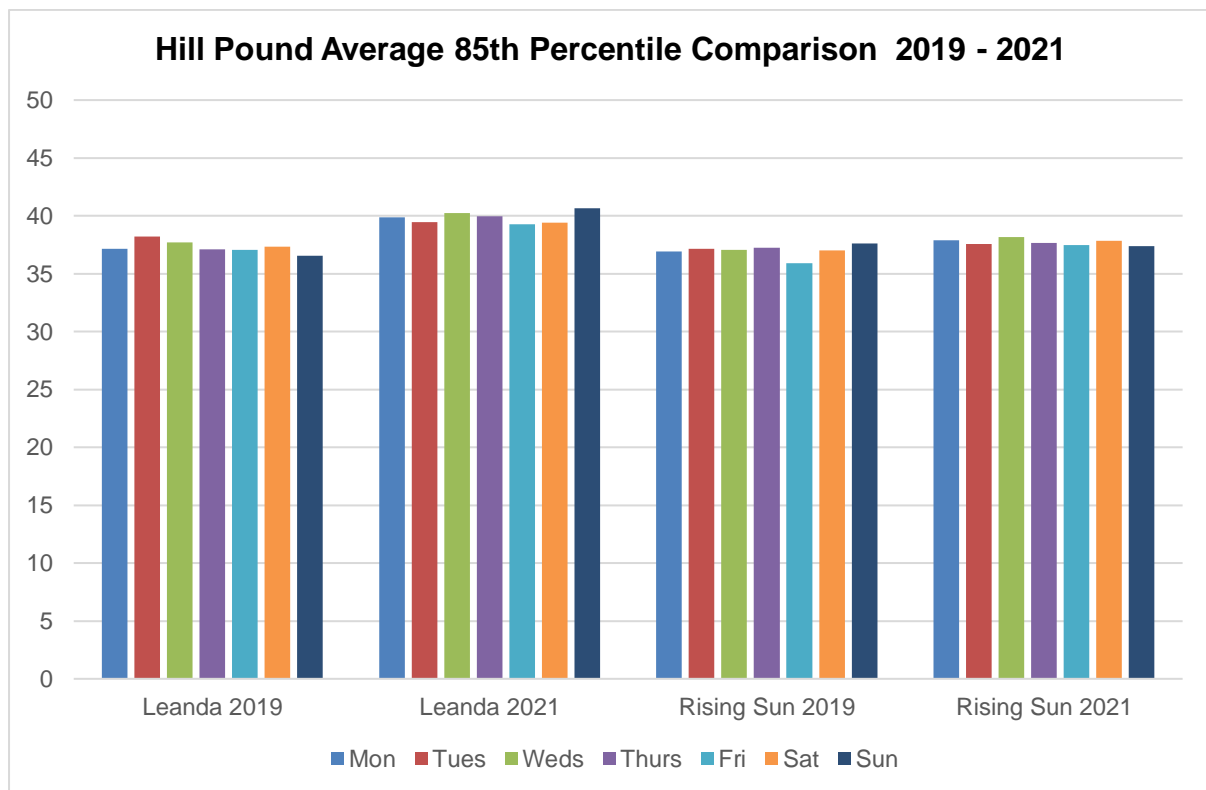
It was felt that a comparison where possible with the earlier report would be useful in gauging if the issues identified have changed over the intervening period. This is shown below for each of the corresponding sites.

### New Road



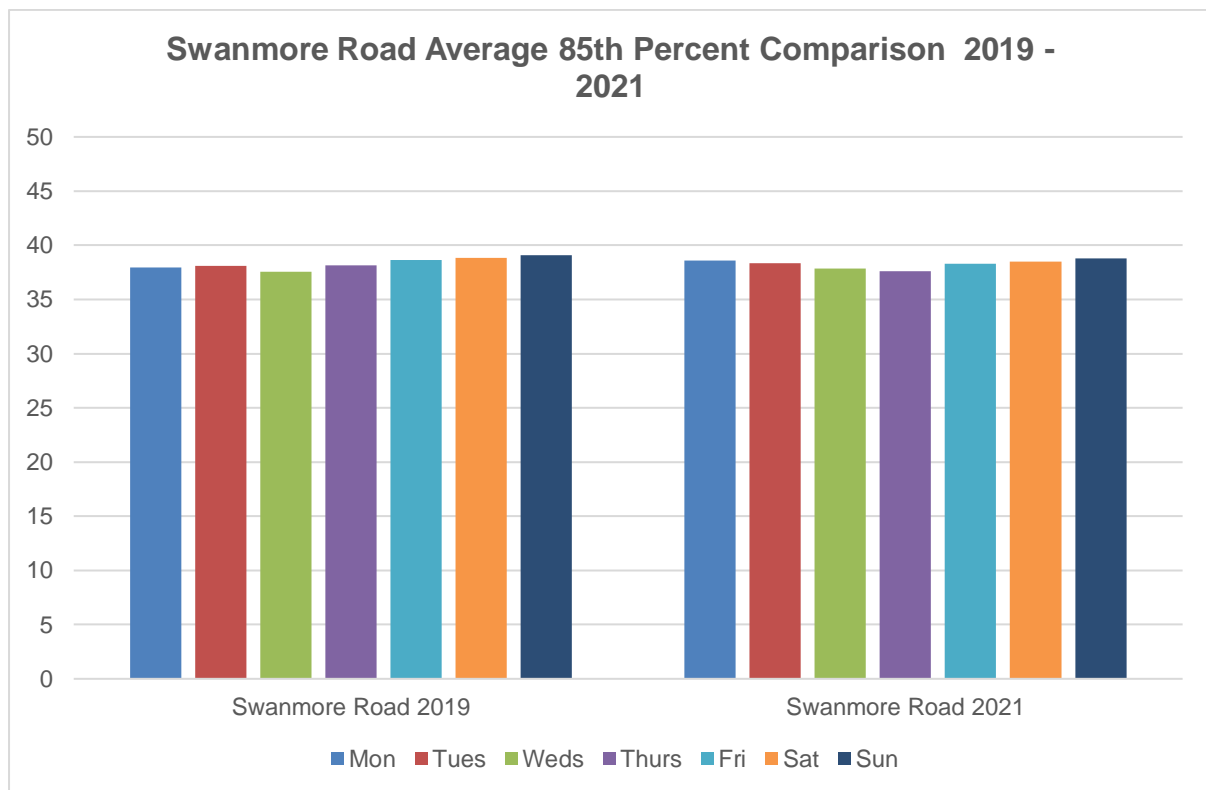
It needs to be remembered that these surveys are snapshots of behaviour but it is interesting to see above that the playground speeds are very similar between the surveys. There is also a slight reduction on weekends past the college. However, it is noticeable that speed has increased to continually above 40 MPH in the business park area which is a concern.

## Hill Pound



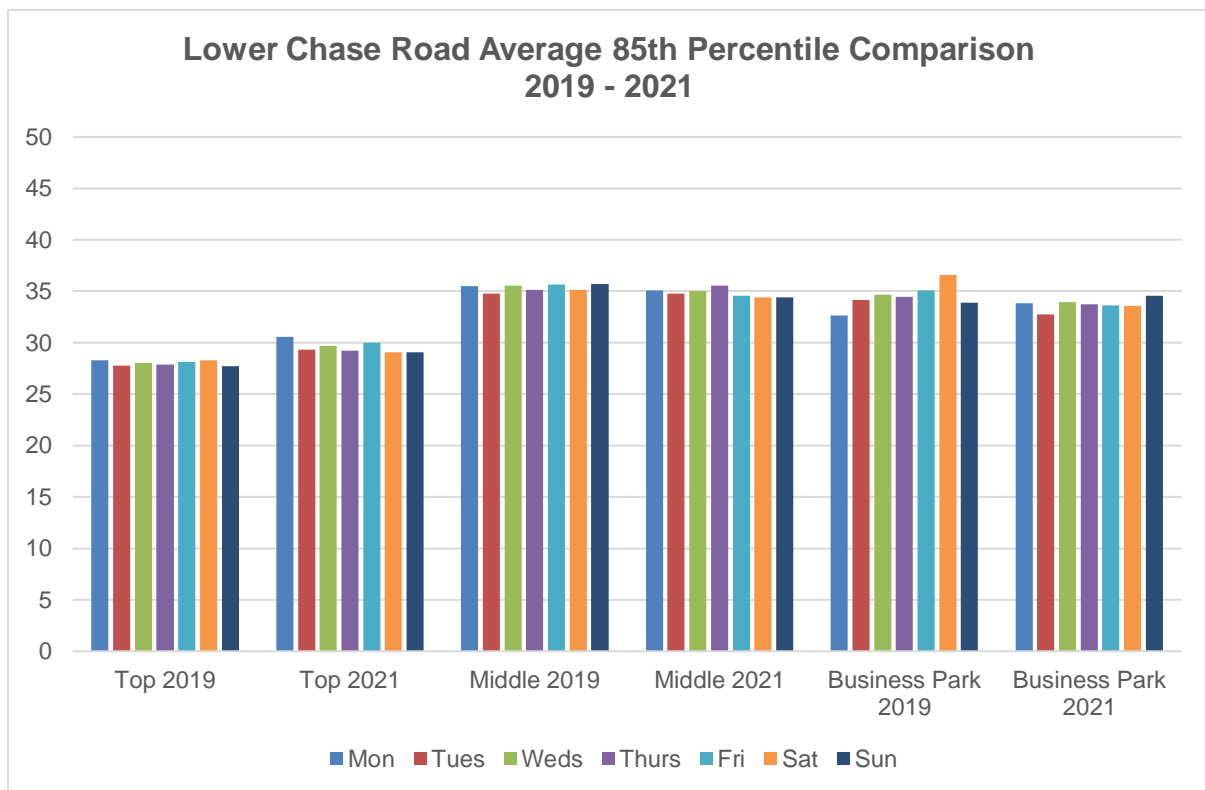
The comparison here shows slightly increased average speed past the Leanda check point but similar speeds past the Rising Sun. Some of this may be due to the now full occupancy of the new estate off Hill Pound but may reflect concerns from residents about the speed of lorries, especially large HGVs using the road to access business sites at Hill Farm.

## Swanmore Road



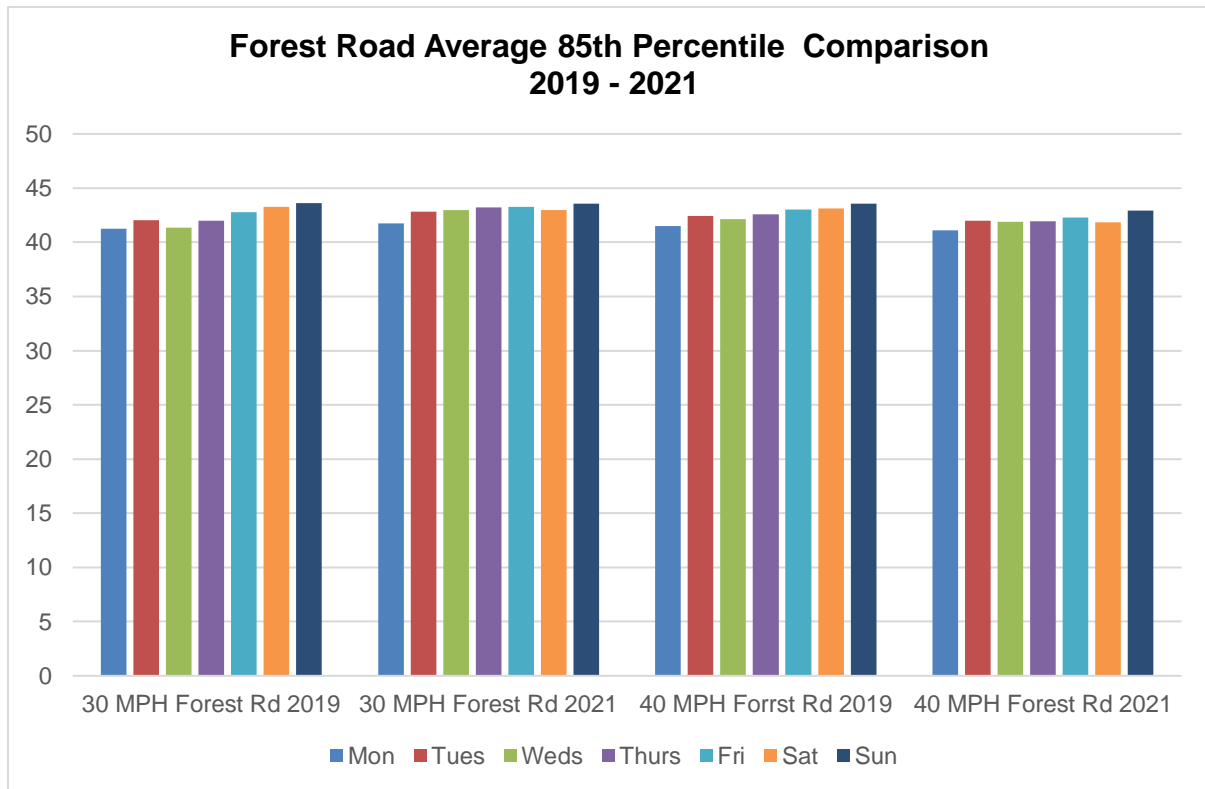
The comparison here shows very little change between the two surveys with almost identical results.

## Lower Chase Road



The only change here is the slight increase in the speed of traffic at the top of Lower Chase Road. However, it should be noted that this increase is not significant and is still below the limit for that road.

**Forest Road**

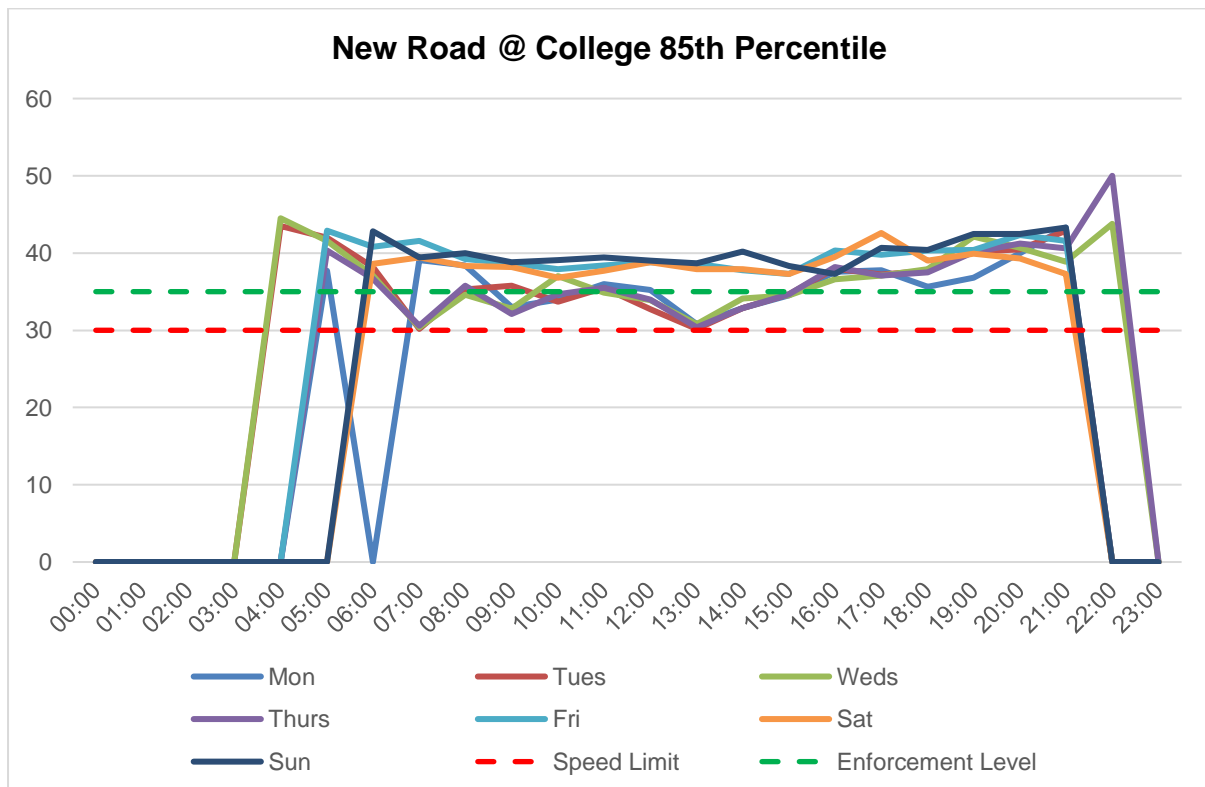
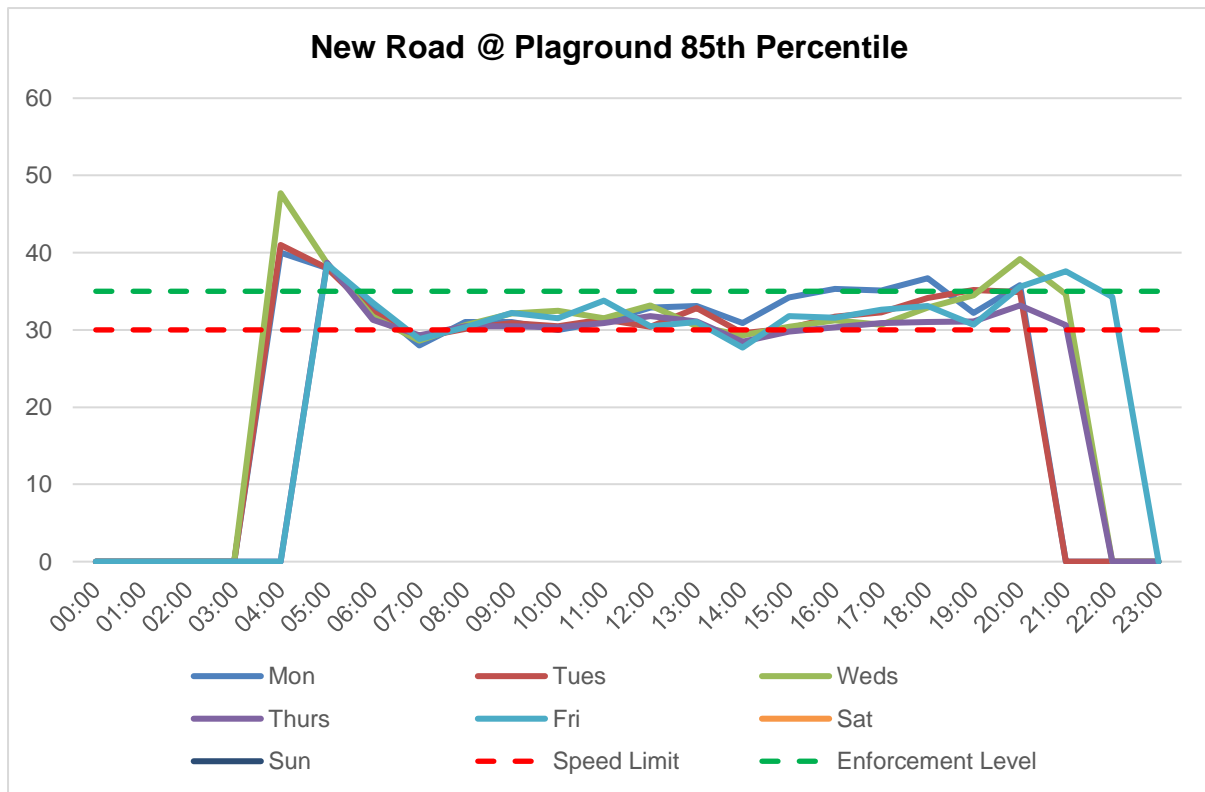


Disappointingly as discussed earlier in the report, the issues in the 30 MPH section of the road are not only continuing but are marginally worse since the last survey with a more consistent average edging up across the days towards 45 MPH.

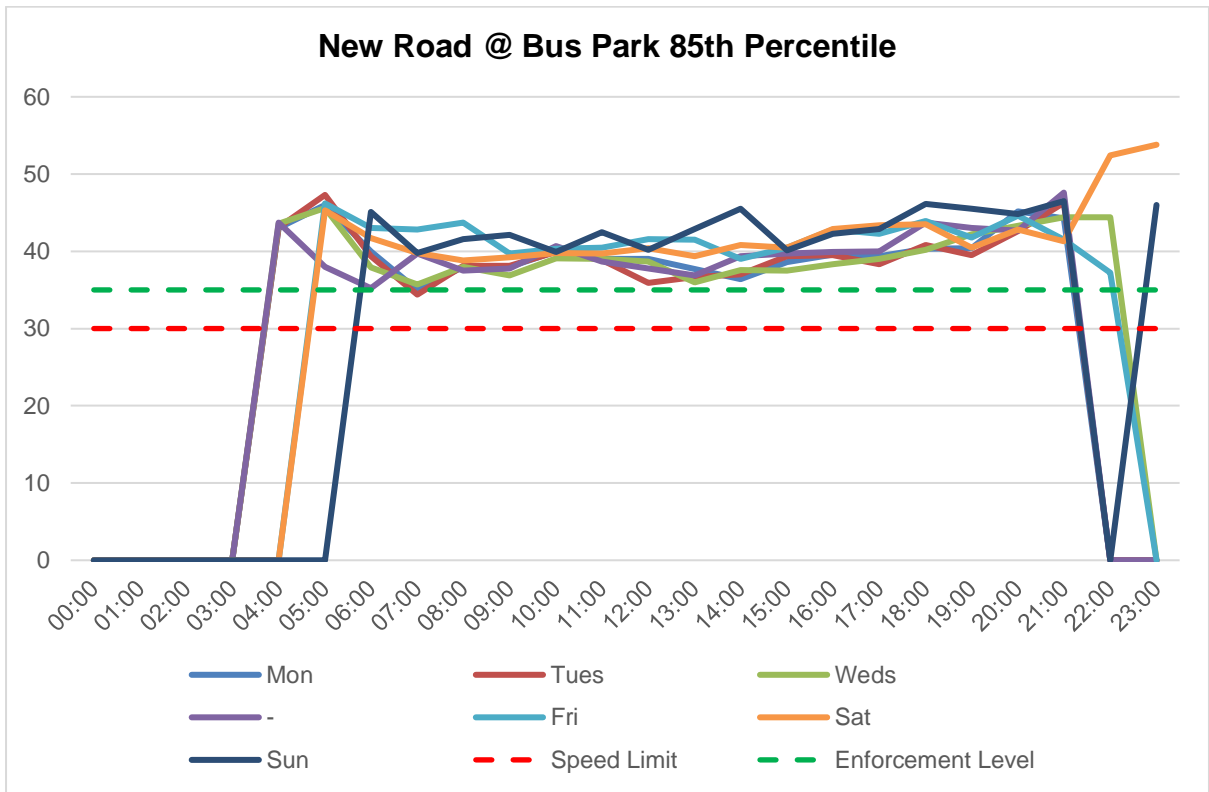
Whereas the 40MPH section shows a similar daily average to the last survey if not slightly lower in most cases.

## Appendix A – Daily Breakdowns

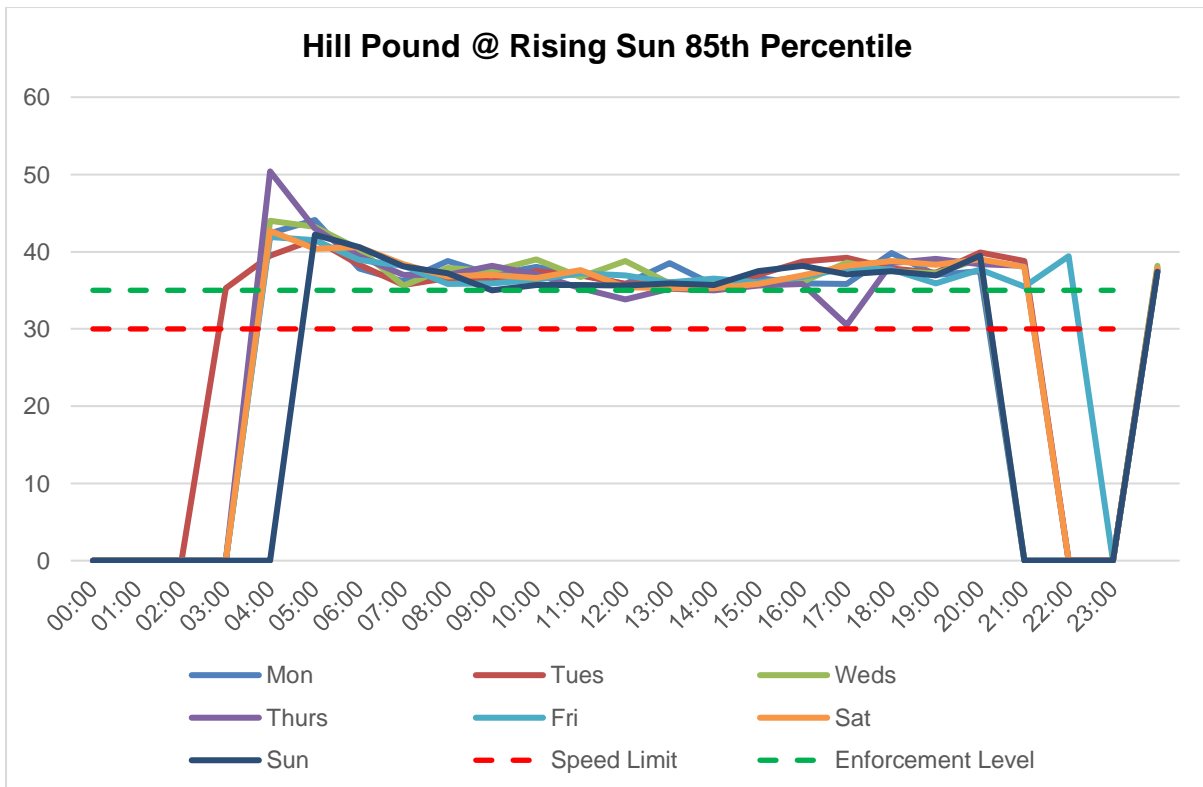
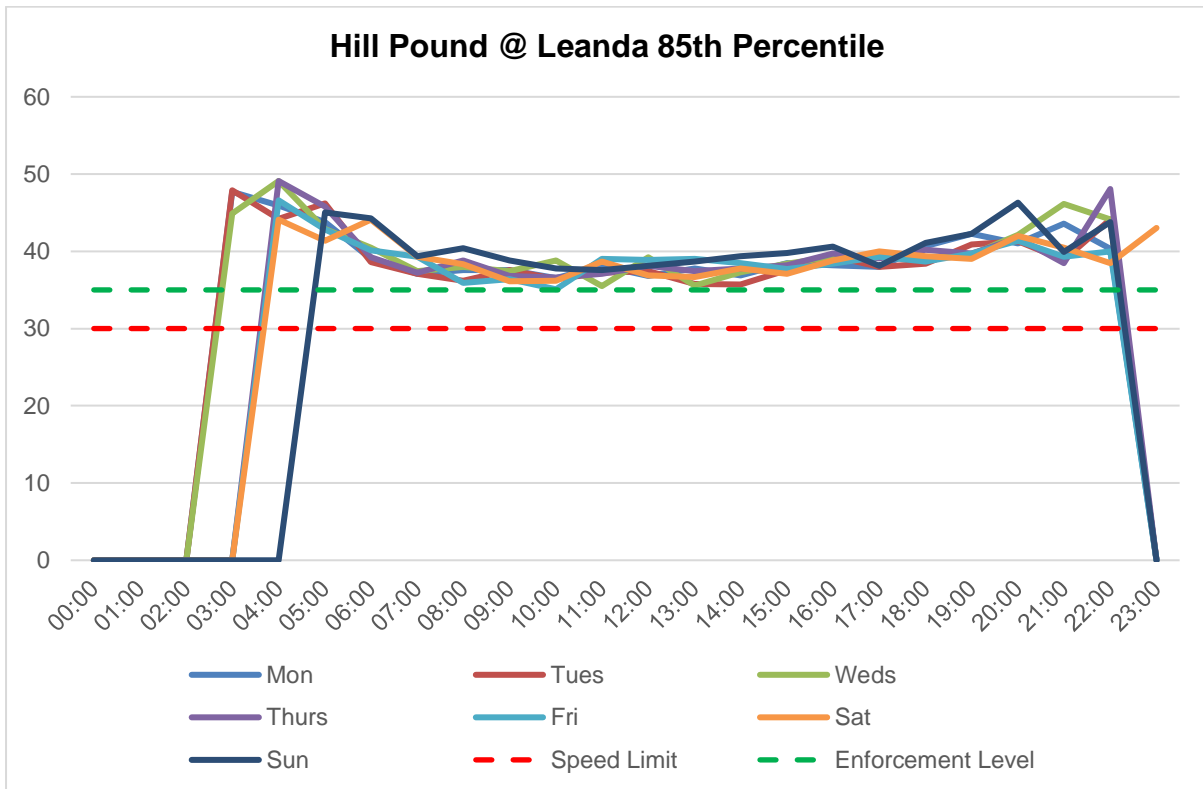
### New Road



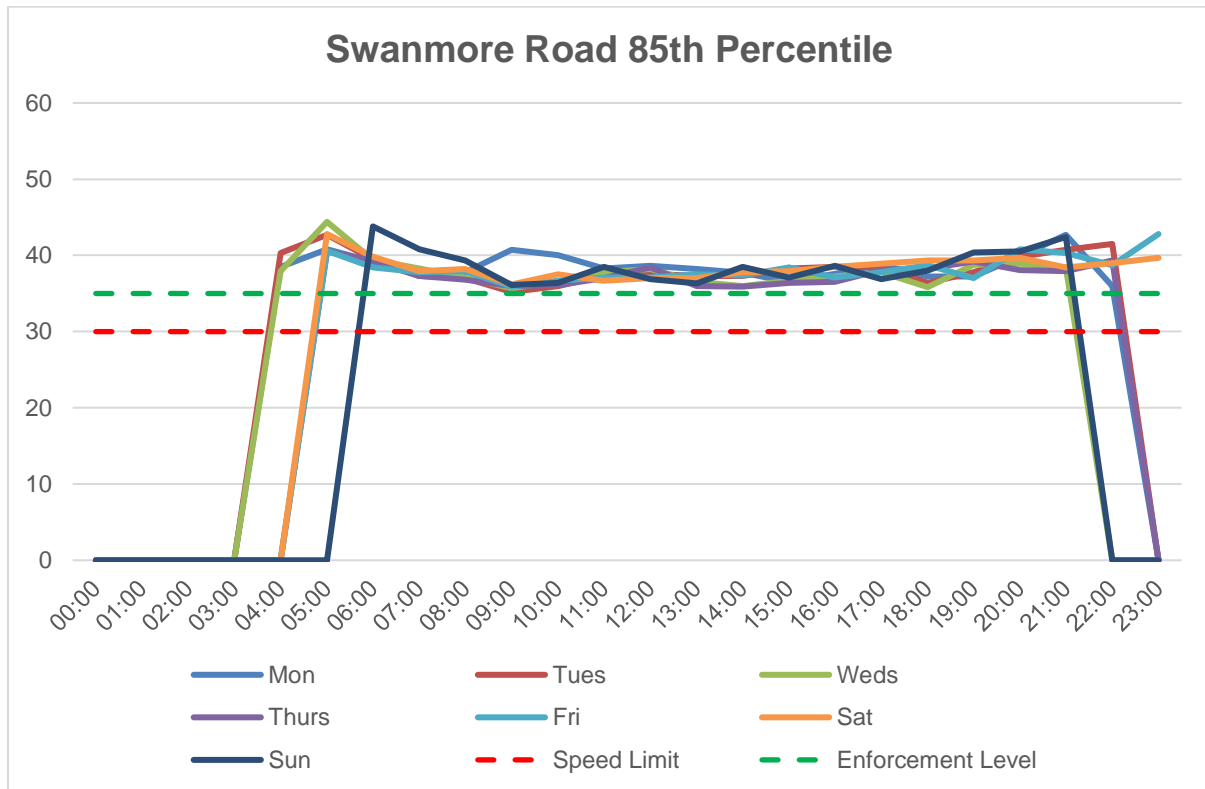




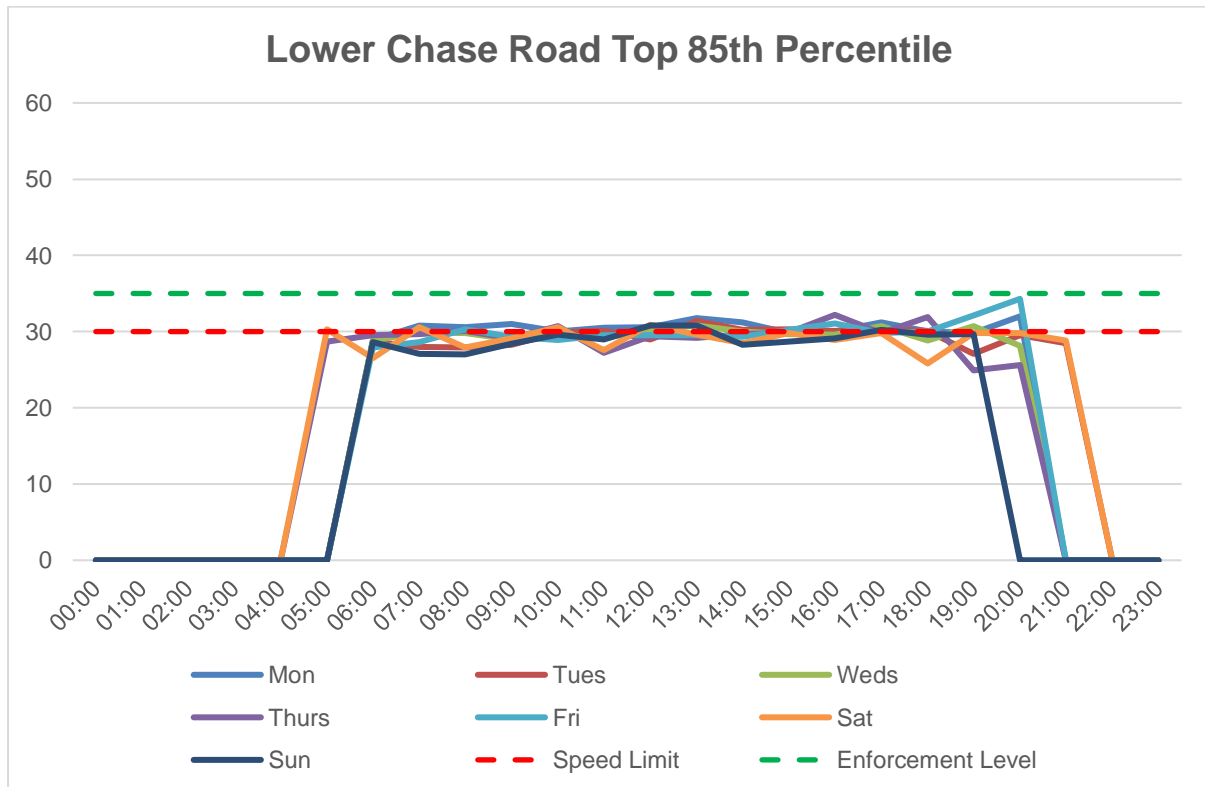
## Hill Pound



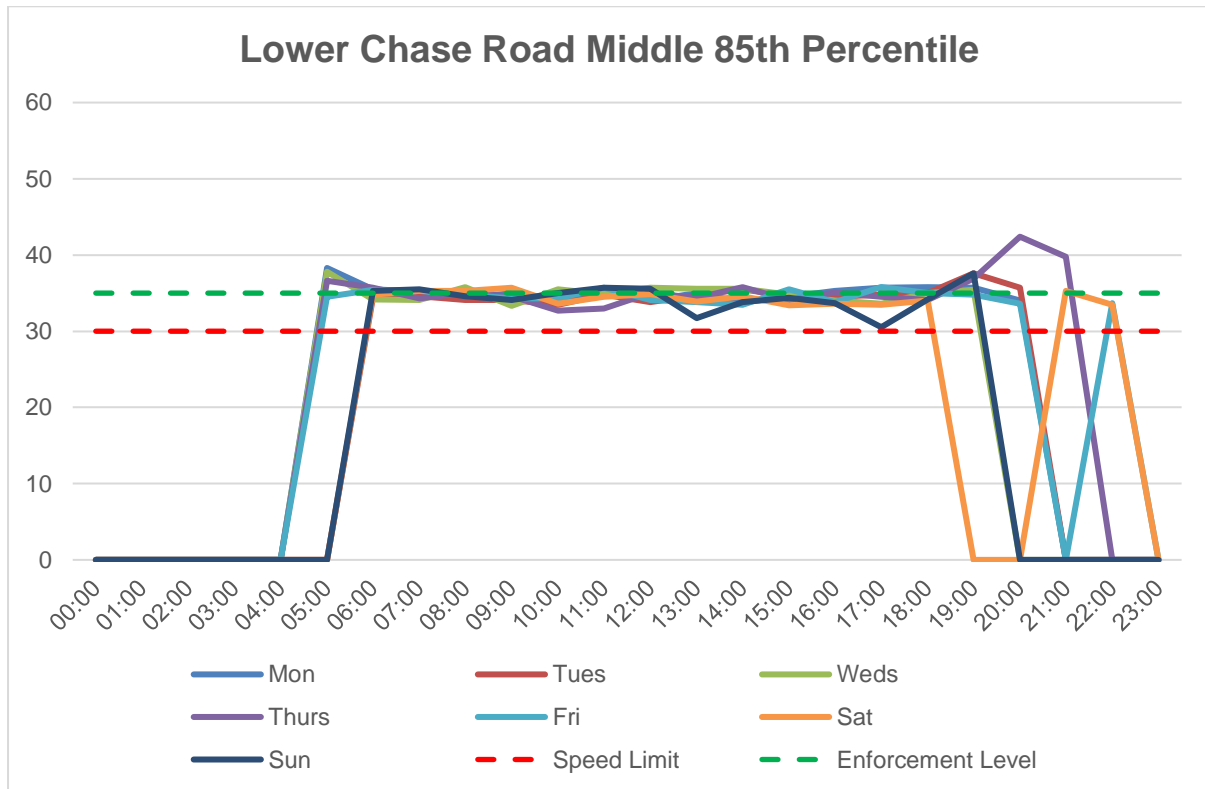
## Swanmore Road



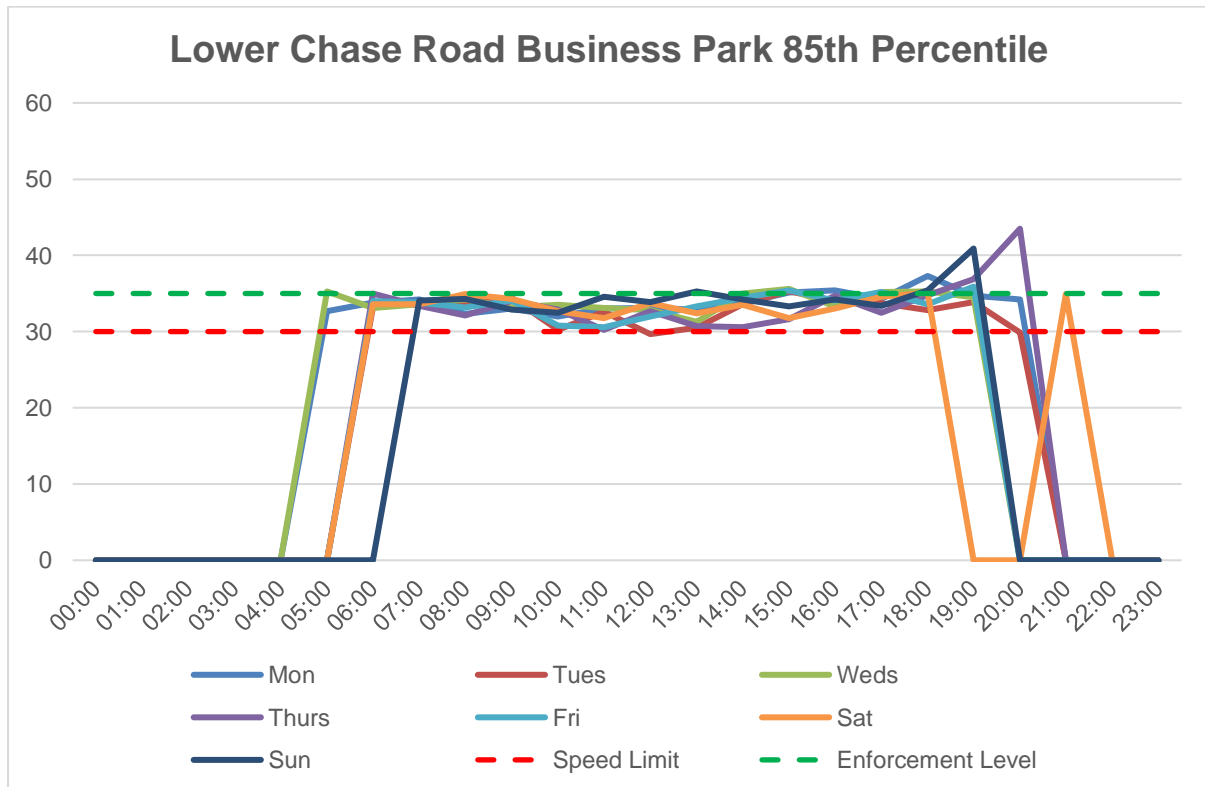
## Lower Chase Road Top



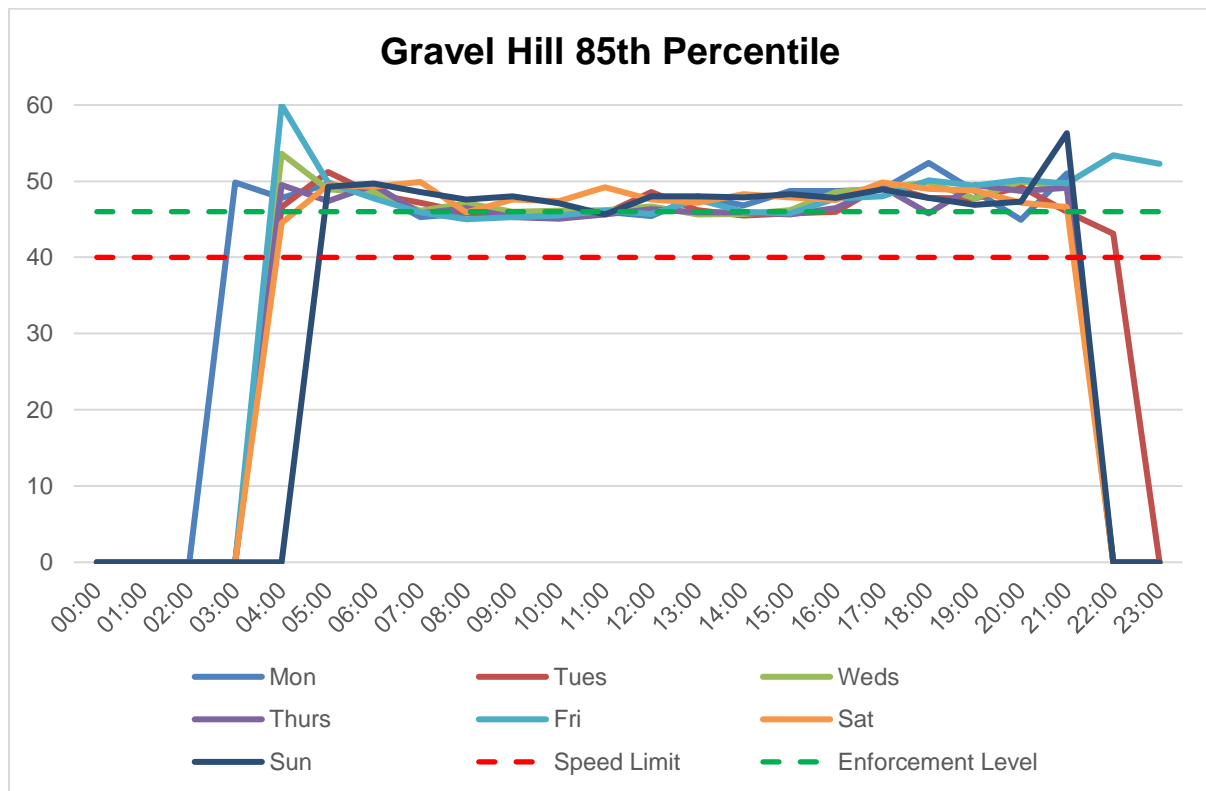
**Lower Chase Road Mid – Point**



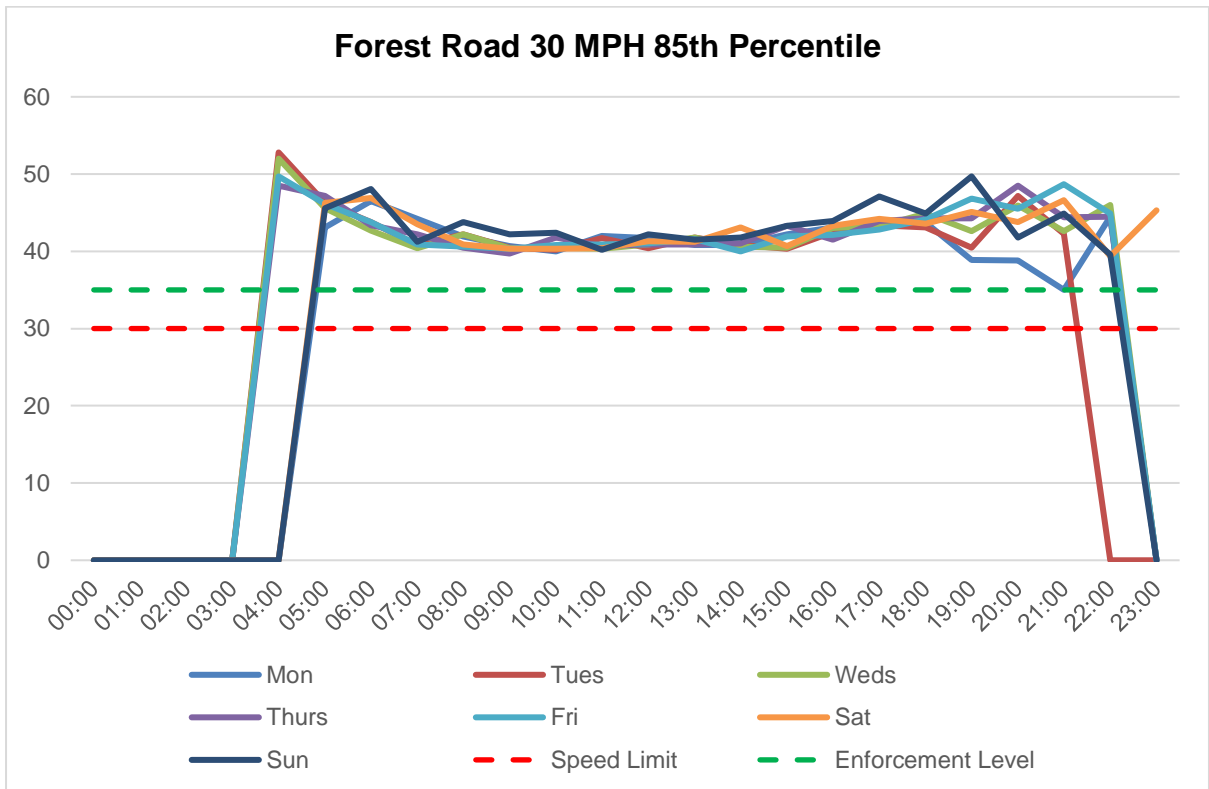
**Lower Chase Road Business Park**



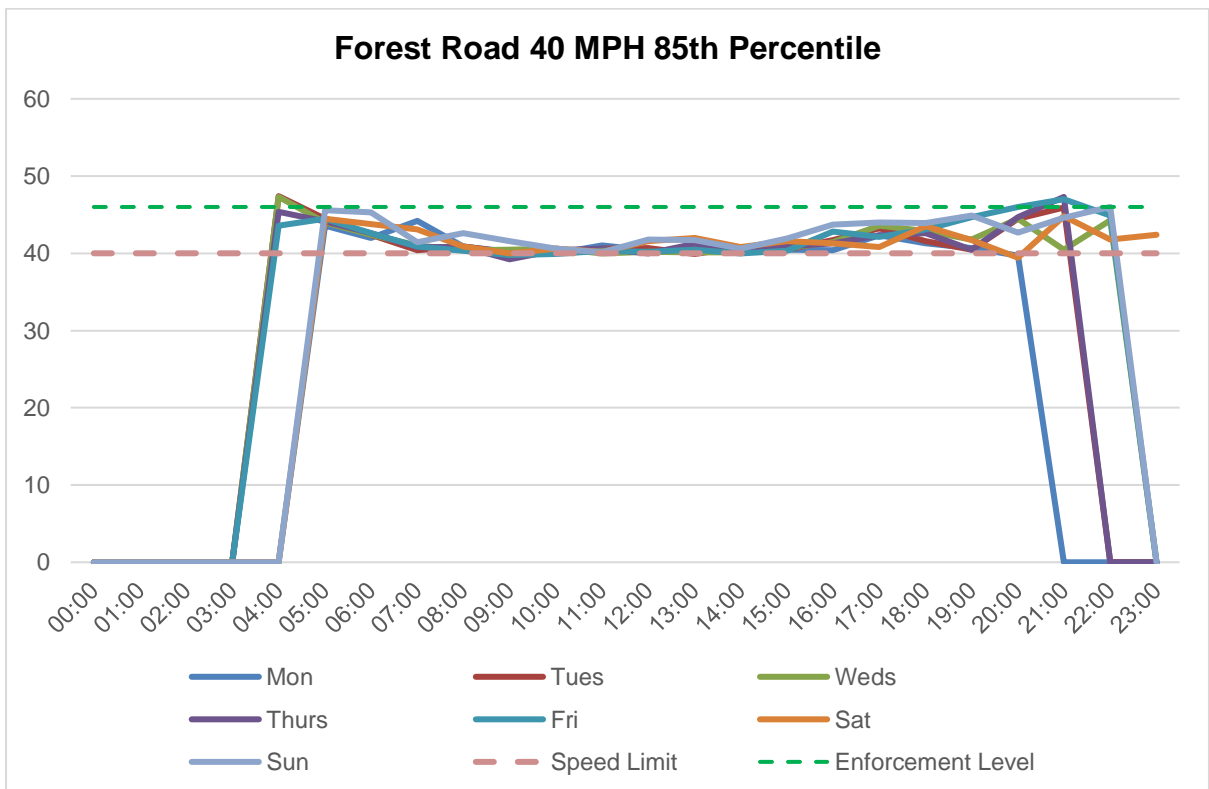
# Gravel Hill



**Forest Road 30 MPH Section**



**Forest Road 40 MPH Section**



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