



TRAFFIC COUNT REPORT

March 2011

THE UNIVERSITY OF
WARWICK

THE UNIVERSITY OF
WARWICK

Development Masterplan

Traffic Count Report

Issue | March 2011

Ove Arup & Partners Ltd

The Arup Campus
Blythe Gate
Blythe Valley Park
Solihull
West Midlands
B90 8AE
United Kingdom
arup.com

This report takes into account the particular instructions and requirements of our client.

It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

Job number 115438

ARUP

Contents

	Page
Executive Summary	1
1 Introduction	2
2 Summary of Traffic Data	2
2.1 Traffic Surveys	2
2.2 Traffic Flows	3
3 Conclusions	8

Appendices

Appendix A

2007 Traffic Count Data

Appendix B

2010 Traffic Count Data

Executive Summary

The 2009 Section 106 Agreement for the University of Warwick's 10 year Masterplan, requires car movements into and out the University in the AM and PM peaks to be monitored on a regular basis. These traffic movements are then compared to the 2007 levels with the aim of preventing traffic increasing more than 12% over the Masterplan period.

Failure to meet this target would result in the University paying contributions to remedial measures.

The University's Travel Plan is the tool being used to manage car movements into and out of the University and encourage car sharing, use of public transport, walking and cycling.

A traffic survey of all accesses to the University was carried out on Thursday 11th November 2010 using video cameras to record movements into and out of the accesses.

The results of the analysis shows that between 2007 and 2010 the two-way car trips to and from the University have fallen in both the AM and PM peaks, with reductions of 18.7% and 21.2% respectively.

Given that the overall activity at the University has not fallen between 2007 and 2010 these surveys show that the measures introduced as part of the University Travel Plan are reducing the number of cars that access the University during the AM and PM peak hours.

The University is currently on course to prevent traffic increasing by more than 12% over the Masterplan period and therefore it is unlikely that the University will have to make any s106 Agreement contributions to remedial measures.

1 Introduction

The 2009 Section 106 Agreement for The University of Warwick 10 year Masterplan, requires traffic flows entering and exiting the University in the AM and PM peaks to be monitored on a regular basis.

The traffic levels are to be compared to the 2007/2008 levels to assess if the target to prevent traffic increasing by more than 12% in car trips in the AM and PM peaks have been exceeded.

Section 2 of this report provides a summary of the traffic data for surveys undertaken in 2007 and 2010, Section 3 provides the conclusions.

This information will also assist the University in its management of car parking and the promotion of sustainable travel at the University.

2 Summary of Traffic Data

2.1 Traffic Surveys

The traffic data was collected at 13 junctions that cover the access points into the University site within the Masterplan Redline Boundary, see table below.

Site	Location
Site 3	Kirby Corner Road / Westwood Campus (Access to car park 14)
Site 4	Kirby Corner Road / Westwood Campus (Access to car park 13)
Site 5	Kirby Corner Road / Westwood Campus (Access to car park 12)
Site 6	Kirby Corner Road / University House (East Access)
Site 7	Kirby Corner Road / University House (West Access)
Site 8	Gibbet Hill Road / University House
Site 9	Gibbet Hill Road / University Road / Scarman Road (RBT)
Site 10	Gibbet Hill Road / Library Rd (Exit Only)
Site 11	Gibbet Hill Road / University Road (exit only)
Site 12	Gibbet Hill Road / Radcliffe (north access to car park)
Site 13	Gibbet Hill Road / Radcliffe (south access to car park)
Site 14	Gibbet Hill Road / Access to car park 2 / Cryfield House (RBT)
Site 15	Gibbet Hill Road / Gibbet Hill Campus

Table 1 – Traffic Count Locations

The traffic counts for these locations were originally carried out on Thursday 8th November 2007 and repeated on Thursday 11th November 2010. The traffic data is included in Appendices A and B respectively.

The 2010 traffic surveys also included the University of Warwick sites within the Science Park at locations A – Argent Court and B – Milburn House. These are outside the redline Masterplan boundary and therefore are not subject to the S106 Agreement. These have been included in the traffic flow tables for completeness.

The traffic surveys were carried out using video cameras at each location to record all turning movements at the junctions/ accesses.

2.2 Traffic Flows

This chapter summarises the traffic survey results from both the 2007 and 2010 surveys.

2.2.1 2007 Traffic Flow Summary

A summary of the 2007 traffic flows into and out of the University is shown in the table below.

Site	Notes	AM Peak (08:00 to 09:00)						PM Peak (17:00 to 18:00)					
		Cars			All Traffic			Cars			All Traffic		
		Arrive	Depart	Two-Way	Arrive	Depart	Two-Way	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Site 3		124	43	167	153	62	215	117	82	199	120	83	203
Site 4		78	24	102	87	31	118	32	64	96	32	67	99
Site 5		103	12	115	110	15	125	51	85	136	51	85	136
Site 6		36	26	62	42	31	73	28	30	58	31	32	63
Site 7		122	6	128	124	6	130	12	93	105	12	93	105
Site 8		132	9	141	135	13	148	21	105	126	21	105	126
Site 9	University Road	752	73	825	863	103	966	336	444	780	369	453	822
Site 9	Scarman	116	48	164	137	65	202	57	60	117	57	61	118
Site 10		0	54	54	0	77	77	0	110	110	0	111	111
Site 11		9	46	55	9	81	90	0	221	221	0	249	249
Site 12		54	22	76	58	25	83	23	45	68	23	45	68
Site 13		23	17	40	26	21	47	21	14	35	21	14	35
Site 14	Car Park	82	6	88	87	15	102	18	44	62	21	44	65
Site 14	Scarman	99	35	134	123	43	166	34	66	100	37	69	106
Site 15		239	53	292	260	72	332	49	143	192	51	146	197
	Total	1969	474	2443	2214	660	2874	0	221	221	0	249	249

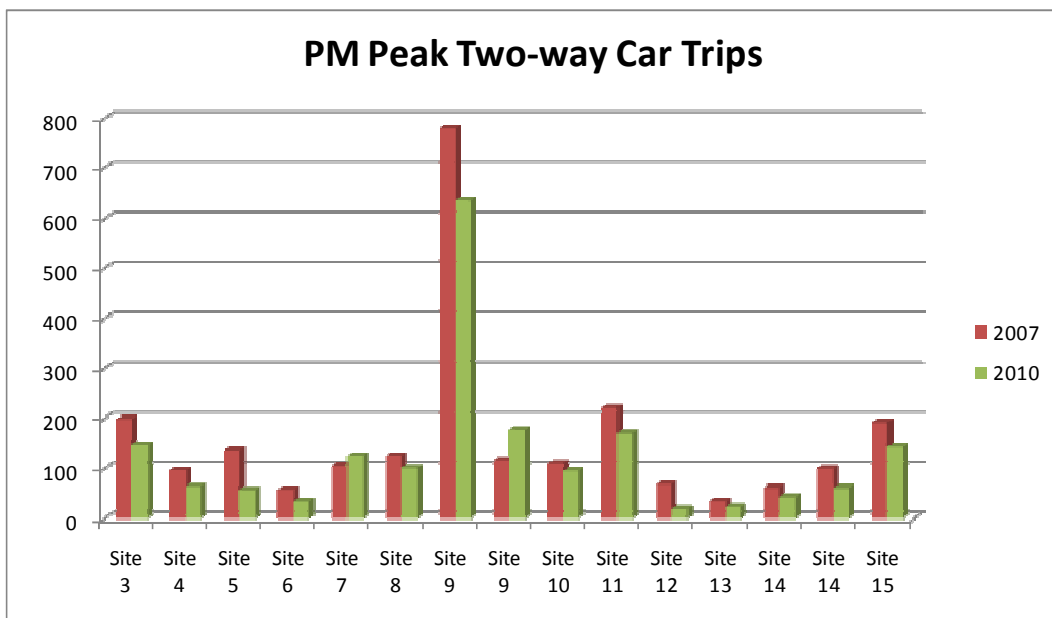
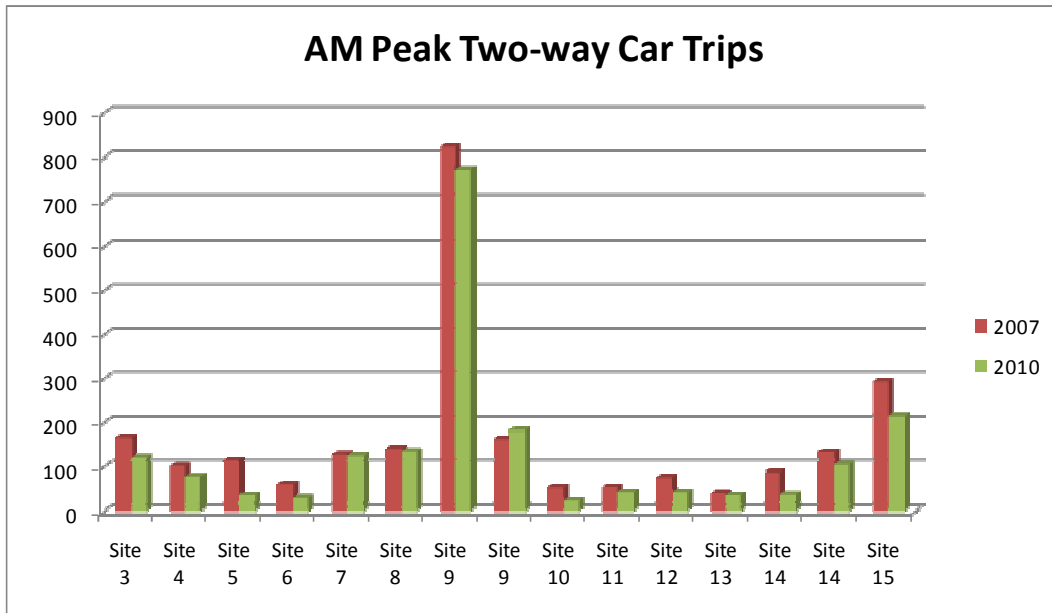
2.2.2 2010 Traffic Flow Summary

A summary of the 2010 traffic flows into and out of the University is shown in the table below.

Site	Notes	AM Peak (08:00 to 09:00)						PM Peak (17:00 to 18:00)					
		Cars			All Traffic			Cars			All Traffic		
		Arrive	Depart	Two-Way	Arrive	Depart	Two-Way	Arrive	Depart	Two-Way	Arrive	Depart	Two-Way
Site 3		105	16	121	121	32	153	77	69	146	78	70	148
Site 4		64	15	79	68	21	89	24	40	64	24	41	65
Site 5		33	3	36	33	3	36	25	32	57	26	33	59
Site 6		17	13	30	20	17	37	16	18	34	16	19	35
Site 7		124	1	125	124	2	126	5	121	126	5	121	126
Site 8		131	4	135	138	7	145	5	96	101	6	96	102
Site 9	University Road	726	47	773	827	73	900	286	350	636	315	354	669
Site 9	Scarman	110	73	183	128	92	220	61	116	177	62	117	179
Site 10		0	24	24	0	43	43	0	95	95	0	101	101
Site 11		0	43	43	0	70	70	0	171	171	0	190	190
Site 12		38	5	43	42	8	50	10	9	19	10	10	20
Site 13		21	15	36	23	17	40	15	8	23	15	8	23
Site 14	Car Park	36	1	37	42	6	48	7	36	43	8	41	49
Site 14	Scarman	94	11	105	104	12	116	18	43	61	18	43	61
Site 15		184	31	215	197	40	237	26	116	142	26	116	142
	Total	1683	302	1985	1867	443	2310	575	1320	1895	609	1360	1969
Site A		62	6	68	70	17	87	5	32	37	5	32	37
Site B		9	2	11	10	3	13	4	21	25	5	22	27
	Total	71	8	79	80	20	100	9	53	62	10	54	64

2.2.3 Comparison of the 2007 and 2010 Traffic Flows

A comparison of the car flows in and out of the University between 2007 and 2010 at the main access routes in the AM and PM peaks is shown in the figures below.



The tables below show that the two-way car trips entering or leaving the University has fallen overall, with only Site 7 showing an increase in the PM peak.

Site	2007 AM Two-way Car Trips	2010 AM Two-way Car Trips	% Change
Site 3	167	121	-27.5%
Site 4	102	79	-22.5%
Site 5	115	36	-68.7%
Site 6	62	30	-51.6%
Site 7	128	125	-2.3%
Site 8	141	135	-4.3%
Site 9	989	956	-3.3%
Site 10	54	24	-55.6%
Site 11	55	43	-21.8%
Site 12	76	43	-43.4%
Site 13	40	36	-10.0%
Site 14	222	142	-36.0%
Site 15	292	215	-26.4%
Total	2443	1985	-18.7%
Site A	-	68	-
Site B	-	11	-
Total	2443	2064	-15.5%

Site	2007 PM Two-way Car Trips	2010 PM Two-way Car Trips	% Change
Site 3	199	146	-26.6%
Site 4	96	64	-33.3%
Site 5	136	57	-58.1%
Site 6	58	34	-41.4%
Site 7	105	126	20.0%
Site 8	126	101	-19.8%
Site 9	897	813	-9.4%
Site 10	110	95	-13.6%
Site 11	221	171	-22.6%
Site 12	68	19	-72.1%
Site 13	35	23	-34.3%
Site 14	162	104	-35.8%
Site 15	192	142	-26.0%
Total	2405	1895	-21.2%
Site A	-	37	-
Site B	-	25	-
Total	2405	1957	-18.6%

3 Conclusions

A comparison of the 2007 and 2010 traffic surveys shows that the two-way car trips to and from the University have fallen in both the AM and PM peaks, with reductions of 18.7% and 21.2% respectively.

If the University facilities which are now located in the Science Park at Argent Court and Milburn House are taken into account for the comparison of the 2007 and 2010 surveys then the two-way car trips into the University have fallen in both AM and PM peaks, with reductions of 15.5% and 18.6% respectively.

Given that the overall activity at the University has not fallen between 2007 and 2010 these surveys show that the measures introduced as part of the University Travel Plan are reducing the number of cars that access the University during the AM and PM peak hours.

The University is currently on course to prevent traffic increasing by more than 12% over the Masterplan period and therefore it is unlikely that the University will have to make any s106 Agreement contributions to remedial measures.

Appendix A

2007 Traffic Count Data

Appendix B

2010 Traffic Count Data