

**Hawke Ridge Business Park Ltd and Bellway
Homes Ltd**

Land at Hawke Ridge Business Park

Environmental Statement: Volume 1, Main Text

Chapter 7: Transport and Access





7 TRANSPORT AND ACCESS

INTRODUCTION

7.1 This Chapter of the Environmental Statement (ES) assesses the traffic and transport implications of the proposed mixed use development at Hawke Ridge Business Park (HRBP).

7.2 The content of the ES relating to transport is drawn from a Transport Assessment (TA) (**Appendix 7.1**), which was based around pre-application consultation (ENQ/2024/0166) with Wiltshire Council, addressing comments from the Sustainable Transport Team.

7.3 The analysis presented in the Transport Assessment demonstrates that the mixed use development would reduce vehicular travel demand relative to the allocated and permitted employment scheme, with further reductions in car use achieved through works and measures to promote active travel and no significant adverse transport impacts. This chapter presents those findings in the format of an Environmental Statement.

LEGISLATION & GUIDANCE

7.4 This section considers national and local planning policy as it relates to the Application Site and the proposals in terms of transport.

7.5 National Policy is drawn from the National Planning Policy Framework and Planning Practice guidance, while local policy is summarised from the Wiltshire Core Strategy (2015) and the Local Transport Plan 4 (2025).

7.6 Guidance on the environmental assessment of road traffic is from the Institute of Environmental Management and Assessment (IEMA) document Environmental Assessment of Traffic and Movement (July 2023).

National Planning Policy Framework (December 2024)

7.7 The National Planning Policy Framework (NPPF), revised in December 2024 and further amended in February 2025, sets out the Government's planning policies for England and how these should be applied, defining sustainable development as meeting economic, social and environmental objectives.



7.8 NPPF emphasises that the objectives are not criteria against which every decision can or should be judged but should be delivered through development plans and the application of policies in the Framework, taking local circumstances into account to reflect the character, needs and opportunities of each area.

7.9 A presumption in favour of sustainable development lies at the core of the framework, which in terms of decision making, means approving development that accords with an up-to-date development plan without delay. Where relevant development plan policies are absent or out of date, permissions should be granted unless NPPF policies provide a clear reason for refusal, or adverse impact would significantly and demonstrably outweigh the benefits.

7.10 The NPPF states that transport issues should be considered from the earliest stages of development to address impacts on transport networks; realise opportunities from existing or proposed transport infrastructure; pursue opportunities to promote non-car transport; assess the environmental impacts of traffic and transport infrastructure, including net gains from mitigation; and to ensure that movement patterns and other transport considerations are integral to the scheme.

7.11 Significant development should be located where it will be or could be made sustainable, by limiting the need to travel and ensuring a genuine choice of modes but recognising the different opportunities available in urban and rural areas.

7.12 NPPF explains that if setting local parking standards for residential and non-residential development, they should consider: the accessibility of the development; the development type, mix and use of development; public transport availability/opportunities; local car ownership; and provision for charging plug-in and other ultra-low emission vehicles.

7.13 In assessing development sites, NPPF requires:

- sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;
- safe and suitable access to the site can be achieved for all users;
- the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and



- any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.

7.14 Paragraph 116 sets out a key consideration for determining planning applications:

Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.

7.15 A range of more detailed criteria are then set out, followed by a requirement that all development that generates significant movement demand should be required to provide a Travel Plan and a vision-led Transport Statement or Transport Assessment to assess and monitor the likely impacts.

Planning Practice Guidance

7.16 Planning Practice Guidance issued by the Government is a key consideration in the decision-making process, providing detail on a range of subjects, including Travel Plans, Transport Assessments and Statements.

7.17 The guidance explains:

Travel Plans, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements.

7.18 Travel Plans are described as follows:

Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.



7.19 Transport Assessments and Statements are also described:

Transport Assessments and Statements are ways of assessing the potential transport impacts of developments (and they may propose mitigation measures to promote sustainable development. Where that mitigation relates to matters that can be addressed by management measures, the mitigation may inform the preparation of Travel Plans).

Transport Assessments are thorough assessments of the transport implications of development, and Transport Statements are a 'lighter-touch' evaluation to be used where this would be more proportionate to the potential impact of the development (ie in the case of developments with anticipated limited transport impacts).

7.20 The guidance notes that the development of Travel Plans and Transport Assessments or Transport Statements may influence each other and hence should be an iterative process.

7.21 The guidance states that the primary purpose of a Travel Plan is to identify opportunities to promote and deliver sustainable transport initiatives, reducing the demand for travel by less sustainable modes, without unfairly penalising drivers.

7.22 The primary focus of Transport Assessments and Transport Statements is described as evaluation of the transport impacts of a development, net of any reductions from travel planning, with further mitigation where necessary to avoid unacceptable or 'severe' impacts.

Wiltshire Core Strategy (2015)

7.23 This section summarises key policies from the Core Strategy adopted in 2015 as they relate to the scope of this report.

7.24 Core Policy 3: Infrastructure Requirements requires all development to deliver necessary infrastructure, on or off-site as required, either through contributions or built with the development.

7.25 Planning conditions and obligations (typically secured under a section 106 agreement) will be sought to secure implementation of measures to mitigate direct development impacts, while CIL will be used to pool developer contributions to wider infrastructure necessary to deliver new development.



7.26 Core Policy 60: Sustainable Transport states that the council will seek to reduce travel need, particularly by car, supporting and encouraging sustainable, safe and efficient movement, through planning development in accessible locations, promoting sustainable alternatives to car use, maintaining and improving the local transport network, promoting appropriate demand management measures and assessing and mitigating development impact on transport users, communities and the environment.

7.27 Core Policy 61: Transport and New Development requires development to be located to reduce travel need, particularly by car, and encourage sustainable alternatives. Transport assessment must demonstrate:

- i. That consideration has been given to the needs of all transport users, where relevant, according to the following hierarchy:
 - a. Visually impaired and other disabled people
 - b. Pedestrians
 - c. Cyclists
 - d. Public transport
 - e. Goods vehicles
 - f. Powered two-wheelers
 - g. Private cars.
- ii. That the proposal is capable of being served by safe access to the highway network.
- iii. That fit for purpose and safe loading/unloading facilities can be provided where these are required as part of the normal functioning of the development.

7.28 CP 61 states that appropriate sustainable transport contributions will be sought and travel plans will be required to encourage sustainable transport.

7.29 Core Policy 62: Development Impacts on the Transport Network requires appropriate mitigation of adverse development impacts on the transport network at construction and operational stages and that development is not directly from national primary routes outside built-up areas, unless an over-riding need is demonstrated.



7.30 Core Policy 63: Transport Strategies commits to identifying packages of integrated transport measures for Chippenham, Trowbridge and Salisbury to facilitate sustainable development. Transport strategies may also be developed for other urban and rural areas.

7.31 Core Policy 64: Demand Management commits to promoting demand management measures to reduce car reliance and encourage sustainable alternatives, including maximum parking standards for non-residential development, minimum standards for residential development (centred on unallocated communal parking), traffic management to promote sustainable transport alternatives and reduce collision risk and smarter choices through travel planning.

Wiltshire Local Plan Review (2025)

7.32 The Government requires Local Plans to be reviewed at least once every five years. The review of the Core Strategy, adopted in 2015, will extend the plan to 2038 to address future needs relating to housing, employment, the environment and infrastructure, testing existing adopted development strategy and policy and identifying new site allocations.

7.33 The Local Plan review was submitted to the Secretary of State for independent examination in November 2024, but following a meeting of the full council on 19th May 2026 the Wiltshire Local Plan Review was formally withdrawn on 22nd May 2026.

7.34 Wiltshire Council has stated:

'The withdrawal of the Wiltshire Local Plan Review does not affect the adopted documents forming the development plan for Wiltshire. Whilst the Wiltshire Core Strategy was adopted in 2015 and has a plan period to 2026, its policies are not automatically out of date for the purposes of decision making and will continue to guide development.'

Wiltshire Local Transport Plan 4 (2025)

7.35 LTP4 sets out the Council's strategic objectives and policies for transport and details their monitoring and evaluation approach to ensure implementation. It comprises a Core Strategy and a range of sub-strategies, including Markets Towns, Electric Vehicle Infrastructure and Parking.



7.36 LTP4 identifies policy areas to **Avoid** unnecessary travel, **Shift** to more sustainable modes, **Improve** vehicle, fuel and network efficiency and to **Support** and enable delivery of those policy areas, all to achieve the following vision:

7.37 A safe and connected transport system which protects the county's unique built, natural and historic environment making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

7.38 The **Avoid** policies are as follows:

Policy A1: Reduce the need to travel as often

Policy A2: Enabling access to services, jobs and other destinations within closer reach

7.39 The **Shift** policies are:

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality

Policy S2: Provide more public and shared transport options and improve service quality

Policy S3: Provide better access to public and shared transport services

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most

Policy S5: Encourage and enable shift to more sustainable modes for freight

7.40 Policies to **Improve** are:

Policy I1: Facilitate and encourage move to low and zero emission vehicles

Policy I2: Enable safer, more efficient driving and operation of road networks.

7.41 The **Support** policies are:



Policy SU1: Empower people with the skills, knowledge, motivation and opportunity they need to safely access more sustainable and healthier transport

Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered

IEMA Environmental Assessment of Traffic and Movement (July 2023)

7.42 This guidance note is used as the basis of the analysis in this chapter. The scope of the guidelines explains they provide the basis for systematic, consistent and comprehensive coverage for the assessment of traffic and movement impacts for a wide range of development projects.

7.43 The guidelines are intended to complement professional judgement and the experience of trained and competent assessors, noting that environmental impact of traffic and movement varies on a case-by-case basis, so the experience and expertise of the assessor will remain of primary importance, along with adequate consultation.

ASSESSMENT METHODOLOGY

7.44 The assessment methodology is based on guidance from the Institute of Environmental Management and Assessment (IEMA) set out in their document on the Environmental Assessment of Traffic and Movement (July 2023).

7.45 The IEMA guidance notes that environmental assessment practitioners should consider:

- The forecast changes to baseline (magnitude of change/impact);
- The relative value/sensitivity/importance of the affected asset/receptor; and
- The scale, nature and significance of the effect (consequence).

7.46 The IEMA guidance notes that EIA Regulations require consideration of whether the anticipated effect is **short-term**, **medium-term** or **long-term** and whether it is **permanent** or **temporary**.



7.47 In the context of affected parties and receptors, the IEMA guidance recommends early identification of population groups that may be sensitive to changes in traffic, which should consider:

- Non-motorised users
- Public right of way users
- Motorists and freight vehicles
- Public transport
- Emergency services

7.48 The guidance goes on to list the following special interests to be considered when defining sensitive receptor locations:

- People at home
- People at work
- Sensitive and/or vulnerable groups (including young age; older age; income; health status; social disadvantage; and access and geographic factors)
- Locations with concentrations of vulnerable users (e.g. hospitals, places of worship, schools)
- Retail areas
- Recreational areas
- Tourist attractions
- Collision clusters and routes with road safety concerns
- Junctions and highway links at (or over) capacity

7.49 Sensitive receptors should be assigned to the nearest highway link and consideration in context given to the sensitivity of those receptors to change, citing the example that pedestrians are less sensitive to changes in traffic if there are adequate footways and crossing facilities.

7.50 The guidance discusses a mitigation hierarchy, which ranges from improving the environment as a first design goal, through avoidance of environmental and social impacts to seeking to reduce, mitigate or compensate any adverse impacts. It states the critical importance of providing the necessary details of any primary, secondary and/or tertiary mitigation relied upon in the assessment of significant environmental effects at each stage of the EIA process.



7.51 The IEMA guidance notes that impact of traffic and movement is dependent on a wide range of factors that include:

- Current state traffic and movement environment
- Volume of development traffic
- Traffic speeds and network operational characteristics
- Traffic composition (e.g. percentage of Heavy Goods Vehicles (HGVs))
- Future cumulative development traffic

7.52 The guidance also notes that the perception, experience and health effects of changes in traffic and impact on ecological systems will vary with factors such as:

- Existing traffic levels
- The location of traffic movements
- The time of day
- Temporal and seasonal variation of traffic
- Design and layout of the road and pavement
- Crossing points
- Landscape/townscape character, designated status, land use and activities adjacent to the route
- Ambient conditions of adjacent land uses

7.53 The IEMA guidance advises that environmental assessment should estimate the traffic associated with the development and project traffic volumes along key links to the development site, with estimates of HGV movements provided separately.

7.54 Surveys should typically be carried out during a 'neutral', or representative, month avoiding main and local holiday periods, local school holidays and half terms, and other abnormal traffic periods, other than where seasonal peaks may be important to the assessment process.

Study Area

7.55 The guidance notes the importance of determining the Study Area to define the geographical boundaries of the environmental assessment, using judgements based on experience and assumptions that should be made explicit in the Environmental Statement (ES)..



7.56 The Study Area considered in this ES Chapter corresponds to the highway network examined in the Transport Assessment and comprises the following junctions and the links.

- A363 WHBP
- B3097 North of HRBP
- B3097 Philips Way
- Mill Lane/Site Access
- B3097 South of HRBP
- Link Road (WWTE)
- Station Road (North)
- A350 Haynes Road
- A350 Warminster Road

7.57 The section on baseline transport data summarises traffic on local roads, drawn from the Transport Assessment prepared to support the planning application.

7.58 The Study Area includes two roads within the Westbury Air Quality Management Area, which covers the southeastern section of the A350 Haynes Road and the A350 Warminster Road from Haynes Road to its junction with Leigh Road.

7.59 The main receptors identified for the road links serving the Application Site are summarised as follows.

Table 7.1: Study Area & Key Receptors

Key Receptors	Site Access	B3097	Station Road
Non-motorised users	•	•	•
Public right of way users	•	•	
Motorists and freight vehicles	•	•	•
Public transport		•	•
Emergency services	•	•	•
People at home		•	•
People at work			•
Sensitive and/or vulnerable groups		•	•
Concentrations of vulnerable users			
Retail areas			
Recreational areas			
Tourist attractions			



Key Receptors	Site Access	B3097	Station Road
Collision clusters and road safety concerns			
Junctions / links at (or over) capacity			

Scale & Extent of Assessment

7.60 With the study area defined, the IEMA guidance recommends application of two broad rules as criteria to assist in delimiting the scale and extent of the environmental assessment:

Rule 1: Include highway links where traffic flows will increase by more than 30% (or the number of heavy goods vehicles will increase by more than 30%)

Rule 2: Include highway links of high sensitivity where traffic flows have increased by 10% or more

7.61 The guidance notes that the two rules may not be appropriate for impacts relating to air quality, noise, road safety and driver delay, which may require a separate study area.

7.62 The guidance elaborates on Rule 1, recognising that traffic forecasting accuracies greater than 10% are generally acknowledged as not achievable and that daily variation of +/- 10% on a particular road is frequent, such that projected traffic changes of less than 10% create no discernible environmental impact.

7.63 The guidance notes that the cumulative effect of numerous developments attracting less than 10% of additional traffic may need to be assessed at a broader strategic or policy level.

7.64 The guidance refers to noise, severance, pedestrian delay and intimidation as the most discernible impacts of traffic, with traffic increases of around 30% doubling the delay of pedestrians crossing a road where existing flows are low, noting that the absolute significance of that type of scenario will require further assessment.

7.65 The guidance notes that severance and intimidation are more sensitive to traffic flow and states that the Department for Transport, historically, has assumed that 30%, 60% and 90% changes in traffic levels should be considered as 'slight', 'moderate' and 'substantial' impacts respectively.



7.66 The guidance therefore concludes that a 30% change in traffic flow represents a reasonable threshold for including a highway link within an environmental assessment, but where there are major changes in the composition of the traffic flow, say a much greater flow of HGVs, a lower threshold may be appropriate.

7.67 The guidance also elaborates on Rule 2, recommending that any other links or locations should be included where specific environmental or population sensitivities may occur, based around the list of potentially affected groups and special interests. Consideration of links with changes in traffic below 10% is not appropriate unless there are significant changes in the composition of traffic, such as a large increase in HGVs.

7.68 For the purposes of this assessment, Rule 1 will be applied to the Study Area in general, and Rule 2 will be applied to roads within the Westbury Air Quality Management Area, Haynes Road and Warminster Road, which will be treated as sensitive links.

Assessment Years

7.69 Regarding the years of assessment to be considered in an EIA, the guidance notes that where development passes through stages with different traffic types, volumes and impacts, such as construction, operation and decommissioning, each should be considered separately.

7.70 Traffic forecasts should make use of available datasets that include Local Plan Traffic Models, the Department for Transport Trip End Model Presentation Program (TEMPro) and the National Traffic Model), which include assumptions on other existing and/or approved projects that affect traffic flows over the time period.

7.71 The guidance notes that Transport Assessments mainly evaluate future year traffic flows at their highest, including increases due to natural traffic growth, which will generally have the effect of diluting the environmental impact of a project. The greatest environmental change will generally be when the project traffic is at the largest proportion of the total flow, so the IEMA guidance recommends an EIA is undertaken at:

- The construction/decommissioning phase
- The year of opening of the project or the first full year of its operation.

7.72 Where development is phased, it may be necessary to consider the first year of each phase.



7.73 The guidance emphasises that future baseline traffic flows involving traffic growth should not be confused with cumulative assessment flows that consider discrete projects within the Study Area, and double counting of projected traffic should be avoided where traffic growth may already allow for specific projects.

7.74 The Transport Assessment prepared to support the planning application considers traffic predicted on an average daily and hourly basis. In the context of the IEMA guidance on assessment years, this chapter considers traffic impact in 2028 when construction is likely to commence and in the year that the development is likely to be substantially complete, 2031.

Traffic & Movement Assessment Methodology

7.75 The IEMA guidance refers to EIA Regulations requiring the identification and description of the direct and indirect significant effects on factors including population and human health; biodiversity; land, soil, water, air and climate; material assets, cultural heritage and the landscape; and the interaction between those factors.

7.76 In that context and the environmental impacts from changes in traffic and movement, the guidance identifies impacts to be considered as follows, among other considerations that may be project-specific:

- Severance of communities
- Road vehicle driver and passenger delay
- Non-motorised user delay
- Non-motorised amenity
- Fear and intimidation on and by road users
- Road user and pedestrian safety
- Hazardous/large loads

7.77 The guidance notes that EIA Regulations do not explicitly require a traffic and movement chapter in every ES/EIA, as it may be an issue that is scoped out of an EIA, but where that is the case, the guidance recommends that a transport technical note or Transport Assessment provides supplementary information on all movement-related forecasting relating to other chapters.

7.78 With receptors identified and the Study area defined, the assessment quantifies the magnitude of impacts and identifies the scale and nature of effects arising, to determine level of significance. This involves determining baseline conditions, changes in traffic for each



relevant stage of the development in the appropriate year and estimates of the number of people affected by the changes and their relative sensitivity.

7.79 Determining factors will vary for each type of impact and should be described at the initial stages of the assessment.

7.80 Developments generally increase traffic flows so inherently tend towards negative impacts requiring mitigation, but where beneficial effects may accrue through mitigation strategies, they should be identified.

7.81 The guidance notes that impacts such as noise are readily quantified by established and reliable techniques, but other impacts such as severance are more subjective, so impact assessment may depend more on description and judgement, with the choice of method explained.

7.82 The IEMA guidance notes that determining the significance of an effect is critical to environmental assessment, with various ways to interpret whether an outcome is significant, in the absence of any definition of a 'significant effect' in EIA Regulations or simple rules or formula to define thresholds for many effects. Significance therefore requires individual interpretation and judgement, backed up by data or quantified information wherever possible.

7.83 IEMA guidance on individual effects is summarised under the following headings.

Severance

7.84 Severance arising from traffic is a perceived division that within a community separated by major transport infrastructure, covering a complex series of factors that separate people from places and other people, arising from difficulty crossing a heavily trafficked road or a physical barrier created by infrastructure.

7.85 Measuring and predicting severance is extremely difficult, with no predicative formulae or simple relationships between traffic factors and levels of severance. Factors to consider include road width, traffic flow, composition and speeds, the demand for crossing and availability of crossing facilities. Some receptor groups will be more sensitive to severance than others.



7.86 Severance assessment should estimate the current severance associated with traffic and the extent to which additional traffic will exacerbate severance. Where more detailed investigation is required, recommended assessment involves:

- (a) Defining the facilities to which access is potentially impaired
- (b) Defining facility catchment areas from which users may be drawn
- (c) Estimating the populations within those areas, both in total and in vulnerable groups

7.87 Historically, Department for Transport indicators for determining the significance of severance refer to changes in traffic flow of 30%, 60% and 90% as producing 'slight', 'moderate' and 'substantial' changes in severance respectively and while those thresholds do not appear in current guidance, they have not been superseded and are established through planning case law so may be applied.

7.88 Caution is advised when applying percentage thresholds to very low baseline flows, which are unlikely to experience severance impacts even with high percentage changes in traffic.

Driver Delay

7.89 The guidance notes that delays to non-development traffic can occur at several points on the network surrounding a development site, from the site access to roads passing the development and links and intersections further afield, but delays are only likely to be significant where elements are already at, or nearing, capacity.

7.90 Changes to driver delay can be quantified by proprietary modelling software at the level of individual junctions or wider networks, depending on the study area, and will normally be covered by a Transport Assessment where that level of analysis is required.

Pedestrian & Non-Motorised User Delay

7.91 Pedestrian delay assessment serves as a proxy for delay to other non-motorised users and may be grouped with the closely related effects of severance. Increased traffic volume, composition or speed may increase crossing times, depending on pedestrian activity, visibility and physical conditions.



7.92 A delay prediction methodology from the Transport and Road Research Laboratory Supplementary Report 356 (J Goldschmidt, 1977) is referred to as a useful approximation for determining pedestrian delay at different traffic levels.

7.93 It is suggested that pedestrian delay may have a lesser impact in an urban environment than a rural setting, so definitive thresholds are not set, the methodology favouring professional judgement to determine whether pedestrian delay constitutes a significant effect, with references to useful Department for Transport resources to assist that judgement.

Non-Motorised User Amenity

7.94 The relative pleasantness of a journey is affected by traffic flow, composition and pavement width/separation from traffic and includes pedestrian fear and intimidation, as well as exposure to noise and air pollution.

7.95 The guidance references Transport for London's 'Guide to the Healthy Streets Indicators: Delivering the healthy streets approach' as a resource to be considered in the traffic and movement assessment.

7.96 Reference is also made to historic guidance suggesting that significant changes to pedestrian amenity arise where traffic flow or the HGV component is halved or doubled, noting that while those thresholds do not appear in current Department for Transport guidance, they have not been superseded and are established through planning case law.

7.97 Thresholds should be considered as a starting point for amenity assessment, which should pay full regard to specific local conditions.

Fear and intimidation

7.98 Fear and intimidation created by traffic associated with development is an environmental effect to be considered in the context of all travel modes and is dependent on traffic volume, HGV content, speeds, proximity and any protection from verges etc.

7.99 In the absence of commonly agreed thresholds, the guidance refers to historical work that suggests hazard scores based on 18-hour vehicle flows and speeds but recognises the need for judgement to determine the degree of fear and intimidation, with special consideration given where site-specific problems may arise.



Road Safety

7.100 The guidance refers to simple statistical assessment through the calculation of road collision rates as a relevant approach to scaling road safety assessment but suggests that a 'collision cluster' assessment is more relevant, identifying potential impacts at a more detailed level.

7.101 Analysis of police collision records (STATS19 data) is used to identify clusters in a baseline review to determine the road safety sensitivity of discrete areas of the highway network, based on any emerging patterns or factors that could be exacerbated by development traffic or movement.

7.102 The guidance notes that the World Health Organisation promotes a 'Safe System' approach as international best practice to road safety appraisal, which involves modelling software to predict future changes, but also acknowledges that the traditional approach to road safety appraisal using recent data still serves to address collision rates and cluster sites to good effect.

Hazardous Loads/Large Loads

3.5.29 The guidance states that where development involves the transportation of dangerous or hazardous loads by road, whether during the construction, operational or decommissioning phases, that should be recognised within any traffic and movement assessment by outlining the estimated number and composition of such loads, with risk or catastrophe analysis as appropriate and consideration of the potential to induce other traffic impacts such as fear and intimidation, driver delay, etc.

Significance Criteria

7.103 The approach in this ES chapter is to define the level of the effect and then to determine whether that is significant or not significant.

7.104 The level of the transport effects is determined by reference to the changes in traffic arising from the development relative to the baseline levels from the surveys undertaken at key points on the highway network.



7.105 The significance of any effects on transport considers the interaction between the sensitivity of the receptor and magnitude of the predicted change, using national guidance, accepted practice and professional judgement. The categories of significance are below.

Table 7.2: Significance Criteria

Significance Criteria	Description of Criteria
Substantial Beneficial	Substantial beneficial effects are likely to be highly noticeable and would lead to material improvement of conditions.
Moderate Beneficial	Moderate beneficial effects would result in a material, noticeable improvement of conditions.
Minor Beneficial	Minor beneficial effects would improve conditions, but not materially so, and the improvement would be difficult to notice 'on the ground'.
Negligible	Negligible effects would have an imperceptible effect on existing highway conditions.
Minor Adverse	Minor adverse effects would worsen conditions, but not materially so, and the worsening would be difficult to notice 'on the ground'.
Moderate Adverse	Moderate adverse effects would result in a material, noticeable worsening of conditions 'on the ground'.
Substantial Adverse	Substantial adverse effects are likely to be highly noticeable, material and result in a position that would be unacceptable.

7.106 Where effects on a link are identified as significant, the magnitude of the individual effects will be assessed against the IEMA Guidance.

BASELINE CONDITIONS

Baseline Traffic Data

7.107 Baseline traffic data considered in this ES Chapter is in Annual Average Daily Traffic (AADT) format. AADT derivation is set out in Technical Note 1 in **Appendix 7.2** to this Chapter, produced to inform Air Quality and Noise Assessments. The following table summarises 2026 traffic on the study network.

Table 7.3: 2026 AADT on the Study Network

Link	AADT 2026
A363 WHBP	9,853
B3097 North of HRBP	13,347



Link	AADT 2026
B3097 Philips Way	8,324
Site Access	183
B3097 South of HRBP	7,358
Link Road (WWTE)	6,173
Station Road (North)	11,506
A350 Haynes Road	12,698
A350 Warminster Road	16,505

Baseline Environment

Site Description

7.108 This section describes the Application Site in a transport context. A full description of the Application Site is included in Chapter 2: The Application Site and Surroundings.

7.109 The Application Site lies on the B3097 on the northern fringe of Westbury, with Hawkeridge village to the north and Trowbridge beyond that. The site location is illustrated in Appendix 2 to the Transport Assessment which is included as **Appendix 7.1**.

7.110 The West Wiltshire Trading Estate (WWTE) is immediately to the west, a large industrial estate (some 67 hectares) with a wide array of businesses. The Northacre Industrial Park lies just beyond that, with the Brook Lane Industrial Estate to the south.

7.111 The Application Site lies immediately east of the B3097 Hawkeridge Road and is bisected by Mill Lane, serving four small commercial units, nine residential addresses and a boarding kennel/cattery.

7.112 A residential development site for 145 homes at Glenmore Farm lies south west of the Application Site, with the residential area known as The Ham immediately beyond, some 600m south of the Site.

7.113 Planning applications permitted at the Application Site include outline permission 14/03118/OUT to develop a strategic employment site delivering 45,520m² of space, with potential to attract up to 375 peak hour vehicle movements, implemented through construction of the site access roundabout on the B3097 and other infrastructure works.



7.114 Although the land has been marketed for employment use for more than 14 years, no suitable commercial occupiers have come forward. Following withdrawal of an application for an Amazon distribution centre in 2023, the owners have reconsidered the Application Site's future in a way that better reflects local housing needs.

Baseline Highway Infrastructure

7.115 The Application Site is accessed via the Hawke Ridge Business Park (HRBP) roundabout constructed on the B3097 to serve the commercial development approved under application 14/03118/OUT.

7.116 Link Road runs west from the HRBP roundabout into the West Wilts Trading Estate (WWTE), subject to a 30mph speed limit. The highway network is shown in Appendix 2 to the Transport Assessment.

7.117 The B3097 Hawkeridge Road runs north/south along the western border of the Application Site and provides links to Westbury to the south, via The Ham, and Trowbridge to the north. The speed limit along Hawkeridge Road in the vicinity of the Application Site is 50mph.

7.118 The B3097 connects to the A350 at Westbury to the south and at Yarnbrook to the north, and to the A363 at the White Horse Business Park, where major infrastructure improvements will be delivered by the Ashton Park urban extension.

7.119 The B3097 runs south from the HRBP roundabout as a 2-lane rural road subject to a 50mph speed limit, with highway verges. The road turns sharply west at Glenmore Farm to become The Ham, where a 30mph speed limit commences and priority-controlled traffic calming is in place.

7.120 The B3097 extends through The Ham to a mini roundabout with Storridge Road and Brook Lane, where the B-road runs south into Westbury as Station Road.

7.121 Storridge Road is connected to Link Road at the HRBP roundabout via internal distributor roads within the WWTE, which also connect to the Northacre Industrial Park and the Brook Lane Industrial Estate.

7.122 The B3097 Station Road runs southeast into Westbury, crossing the railway on a bridge subject to a 7.5 tonne restriction, passing mini roundabouts serving the station and



residential development off Slag Lane and Amazon Way, passing under a restricted height bridge (14 feet) and continuing southeast over roundabouts serving residential distributors at Oldfield Road/Rosefield Way and Eden Vale/Meadow Lane.

7.123 Station Road meets the A350 at a mini roundabout with West End and Haynes Road, which both provide links into the town centre. The A350 continues south through the town to meet the A36 at the Warminster Bypass.

7.124 Buses on the B3097 bypass the restricted bridge by using Slag Lane and the southern part of Hawkeridge Road, where a bus gate traffic management feature restricts vehicular access on Hawkeridge Road southeast of the railway to buses only.

Baseline Pedestrian Access Infrastructure

7.125 Pedestrian infrastructure implemented to serve commercial development at Hawke Ridge Business Park consists of 2m footways alongside the internal access road linking to pedestrian refuges with dropped kerb crossings over the B3097 and Mill Lane approaches to the HRBP roundabout.

7.126 Short sections of footway run north and south on the B3097 to serve bus stops, where the footways end.

7.127 The existing footway link to Westbury is through the West Wilts Trading Estate (WWTE), where Link Road, Quartermaster Road and Storridge Road connect to the southwestern end of The Ham. Main pedestrian links are shown in Appendix 4 to the Transport Assessment.

7.128 Two bridges cross the rail line that runs east-west through the northern part of Westbury.

7.129 The rail bridge on the B3097 Station Road has a footway on its western side, which narrows to a metre width over a length of about 30m adjoining the bridge parapet, narrowing again to about 0.8m over a length of about 10m where it passes under the railway bridge south of The Railway Inn.

7.130 Under Future Baseline conditions there will be a link through the Glenmore Farm development to an alternative route over the second railway bridge on Hawkeridge Road, described later in this Chapter.



7.131 In addition to the surfaced footways, a network of Public Rights of Way (PRoW) run north, east and southeast from the Application Site, illustrated in Appendix 5 to the Transport Assessment. As those PRoWs are not all-weather year-round routes, they are not considered in terms of access to amenities or travel planning.

Baseline Bicycle Access Infrastructure

7.132 The Westbury Cycle Map produced by Wiltshire Council shows Slag Lane, Frogmore Road and Station Road as recommended on-road cycle links that connect to a network of similar links around the town (Appendix 6 in the Transport Assessment).

7.133 There are also dedicated off-carriageway routes, including through the Northacre Industrial Park and around the southwestern quadrant of the town, connecting to the Leigh Park local centre.

Baseline Public Transport Infrastructure

7.134 The nearest bus stops are on Hawkeridge Road either side of Mill Lane. Facilities provided at the stops include bus shelters, with seating and bus boarders to allow easy access. Printed timetable information is provided.

7.135 Pedestrian access between these stops and the Application Site was provided via refuge islands with dropped kerb crossings installed with the HRBP roundabout.

7.136 The primary route serving the stops is the D1 running between Bath and Warminster via Trowbridge and Westbury once an hour in either direction Monday to Saturday and at 2-hourly intervals on Sundays.

7.137 The service runs from just after 6am to after 8pm with peak-period journey times to the railway station of around 4 minutes, 9 minutes into Westbury, 23 minutes to Warminster, 32 minutes to Trowbridge town centre and 51 minutes to Bath.

7.138 The railway station at Westbury is 2km from the Application Site on foot via the Glenmore Farm Link and Slag Lane, avoiding the narrow footway over the Station Road rail bridge, or 2.3km via the WWTE.

7.139 The station provides rail access to commuting destinations including Trowbridge (6 minutes), Warminster (10 minutes), Chippenham (26 minutes), Bath (27 minutes), Salisbury



(31 minutes), Newbury (45 minutes), Bristol (48 minutes), Swindon (49 minutes) and Reading (61 minutes).

7.140 The D1 bus offers a short journey time to the station, just 4 minutes, so commuting journeys to main centres can be made entirely by public transport, or there is car parking available. The station is also a short cycle ride from the Application Site and has secure parking for bicycles, providing a swift alternative when bus connections do not coincide.

Baseline Personal Injury Collision History

7.141 Government guidance on transport assessment recommends analysis of injury accident records on the public highway in the vicinity of the site access for the most recent 3-year period, or 5-year period if the site is in a high accident area.

7.142 Road safety analysis is based on Personal Injury Collisions (PICs) on public roads, recorded by the police using the STATS19 accident reporting form. Other collisions occur that do not involve injury, but as they are not officially recorded, they are not considered in road safety analysis.

7.143 To establish whether there is a reasonable requirement to commission a search of PIC data from the LHA, a preliminary search has been made using an online database of road traffic collisions, Crashmap.co.uk, which also sources its data from police STATS19 forms, via the Department for Transport.

7.144 The Crashmap.co.uk shows each incident on a map, with basic details of injury severity, date and number and type of vehicles and injuries. Crashmap data is adequate to establish the presence of any clusters or patterns that require more detailed investigation.

7.145 The 3-year period from 2022-2024 has been considered by road user category.

7.146 Commencing with collisions involving motor vehicles only, there have been no collisions recorded at or near the B3097 site access roundabout in the last 3 years. The nearest collision was a single-vehicle incident in March 2023 north of Hawkeridge near Bitham Brook, when a slight injury was sustained.

7.147 Considering collisions Involving pedestrians, the main routes to amenities have been searched for PICs involving pedestrians occurring in the last 3 years.



7.148 Two slight injuries have been recorded on Station Road, one in October 2024 at the zebra crossing to the southeast of the mini roundabout at The Ham Stores, the other in December 2024 at a dropped kerb crossing serving the Roman Place development northwest of the railway bridge.

7.149 There were no PICs involving pedestrians recorded on The Ham, or at either of the narrow footways at the bridges on Station Road, or on the pedestrian routes through the WWTE or on the Hawkeridge Road/Frogmore Lane route.

7.150 Considering collisions involving cyclists, the nearest cyclist casualty was recorded in February 2023 when a slight injury was incurred at the mini roundabout adjoining the Railway Inn on Station Road.

7.151 Two further slight injuries to cyclists occurred at the Oldfield Road roundabout in May 2022 and September 2023. A cyclists incurred a serious injury in a collision southeast of that roundabout in June 2024.

7.152 To summarise the collision history, there is no evidence of any clusters of collisions that suggest inherent problems in the local highway network.

Future Baseline

Future Baseline Traffic Data

7.153 Traffic growth factors have been produced using the Department for Transport software TEMPro8.1, with local growth factors derived from the National Transport Model Calculator routine. The parameters used in TEMPro8.1 and the NTM calculator are as follows.

**Table 7.4: TEMPro8.1 Inputs/Outputs**

Study Area:	Westbury 039
Base Year:	2026
Result Type:	Trip Ends by Time Period
Trip Purpose:	All Purposes
Transport Mode:	Car Driver only
Trip End Type:	Origin/Destination
NTM Dataset:	NRTP 2022 Core
NTM Road Type:	Minor
2026 to 2028 Factor:	1.0188
2026 to 2031 Factor:	1.0449

7.154 The following table applies the traffic growth factors to the 2026 traffic on the study network to give 2028 and 2031 baseline years for consideration against construction development traffic and residential development.

Table 7.5: 2026, 2028 & 2031 AADT on the Study Network

Link	AADT 2026	AADT 2028	AADT 2031
A363 WHBP	9,853	10,038	10,295
B3097 North of HRBP	13,347	13,598	13,946
B3097 Philips Way	8,324	8,481	8,698
Site Access	183	186	191
B3097 South of HRBP	7,358	7,497	7,689
Link Road (WWTE)	6,173	6,290	6,451
Station Road (North)	11,506	11,723	12,023
A350 Haynes Road	12,698	12,937	13,268
A350 Warminster Road	16,505	16,815	17,246

Future Baseline Transport Infrastructure

7.155 The residential development permitted at Glenmore Farm to the south of the Application Site includes a planning obligation to deliver a 3m active travel route through that development site to link The Ham to the WWTE, which will provide a second, more direct connection to the town from HRBP relative to the existing route via the Station Road rail bridge.

7.156 The alternative route will use the Hawkeridge Road bridge south of Glenmore Farm, which runs southeast over the railway from The Ham. A bus gate restriction located 100m



from the B3097 prevents use by other vehicles, so the route just serves occasional buses and a small car park at Vivash Park, southeast of the bus gate.

7.157 Hawkeridge Road has a 20mph speed limit and carries very little traffic, hence it is widely used as a shared surface for active travel by pedestrians and cyclists from The Ham to Vivash Park, an urban park with a fishing lake, pond, picnic area and an exercise trail, and to the station and the town beyond.

7.158 From Vivash Park a footway runs southeast and then southwest along Slag Lane, serving residential redevelopment and connecting to Station Road south of the railway bridge, so avoiding the narrow section of footway over the Station Road rail bridge.

7.159 Frogmore Road runs south from Slag Lane into the Rosefield Way residential area. A 1.2m kerbed footway has recently been constructed along the full length of the lane, excepting a short length of painted footway where it passes under a railway bridge. Frogmore Road is also subject to a 20mph speed limit.

7.160 The active travel route through the Glenmore Farm development will also provide a link to the routes recommended for cyclists accessed from Slag Lane, allowing cyclists to avoid a section of the B3097.

IDENTIFICATION AND EVALUATION OF KEY EFFECTS

Development

7.161 This section describes the development in a transport context. A full development description is included in Chapter 5: The Proposed Development.

7.162 The planning application comprises the following development:

- 249 Dwellings
- 64-bed Care Home
- A Convenience Store (324m² GIA)
- Flexible Retail Units (108m², 144m² & 144m² GIA)
- A Drive-Through Retail Unit (242m² GIA)



7.163 The residential units will be split between the northern and southern parts of the Application Site, while the retail aspect and care home will be on the western side of the northern plot.

7.164 Bellway Homes anticipate works commencing on site in 2028 with completions from 2029, estimated at 60 units per annum, which would mean the development is built out by 2032. The scheme will be substantially built out in 2031, so to follow IEMA guidance on using the earliest reasonable assessment baseline, 2031 has been chosen as the development future year.

7.165 The care home and commercial aspects are speculative development with construction and delivery dates unknown, so they have been tied to the residential timings for simplicity.

Incorporated Mitigation

7.166 The development scheme design incorporates measures to maximise active travel by linking to the active travel route to be delivered between the HRBP roundabout and The Ham by the Glenmore Farm development.

7.167 The existing pedestrian refuge crossing at the HRBP roundabout will be upgraded with a Toucan Crossing (Appendix 11 in the Transport Assessment) to maximise the potential of the active travel link through the Glenmore Farm scheme.

7.168 Other mitigation incorporated into the scheme will include secure bicycle parking and electric vehicle charging provision for every dwelling and for the commercial aspects, upgraded bus stops and travel planning for all aspects of the Proposed Development.

Construction Phase Development Effects

7.169 Traffic predictions for construction have been derived using the TRICS (Trip Rate Information Computer System) Research Report 25/1: Construction Traffic at Residential SAM Developments (SAM being TRICS Standard Assessment Methodology).

7.170 The TRICS report draws on surveys undertaken at residential developments as they were being built, manually identifying construction traffic separately from traffic associated with occupied dwellings. Construction traffic could be related to many aspects including



groundworks, building of the dwellings, infrastructure fitting out or landscaping, reflecting activities at the sites surveyed.

7.171 The report analysed 26 sites and presented vehicular trip rates grouped by site location, identifying developments comprising Houses Privately Owned separately from Mixed Private/Affordable Housing. The surveys are summarised as follows.

Table 7.6: TRICS Construction Traffic Survey Summary

	Houses Privately Owned		Mixed Private / Affordable Housing	
	Edge of Town	N'hood Centre / Village	Edge of Town	N'hood Centre / Village
Surveys	15	4	6	1
Site Area (ha)	6.22	2.20	13.51	22.00
Dwellings	150	55	238	544
Light Vehicles	125	81	175	160
OGVs	21	16	45	46

7.172 The Light Vehicles category includes cars and light vans, while the OGV (Other Goods Vehicle) category refers to all goods vehicles over 3.5 tonnes. The daily vehicular trip rates for light vehicles and OGVs per dwelling are summarised as follows.

Table 7.7: TRICS Daily Construction Traffic by Hectare and Dwelling

	Houses Privately Owned		Mixed Private / Affordable Housing		Average (All Sites)
	Edge of Town	N'hood Centre / Village	Edge of Town	N'hood Centre / Village	
Light Veh's per hectare	20.096	36.818	12.953	7.273	19.285
OGVs per hectare	3.376	7.273	3.331	2.091	4.018
Light Veh's per Dwelling	0.833	1.473	0.735	0.294	0.834
OGVs per Dwelling	0.140	0.291	0.189	0.085	0.176

7.173 The samples for each location and dwelling type are relatively small, so it is reasonable to take a daily average across all the sites, which will also take in a range of construction activities, as each site would have been at a different stage of construction.



7.174 The daily average trip rates are applied to the 249 dwellings in the following table. As the commercial development is speculative with no information on programme or construction material volumes, as a reasonable estimate, the per hectare trip rates for the residential development have been applied to the 1.2 hectare commercial plot.

Table 7.8: Daily Construction Traffic Estimates

	Residential (249 Dwellings)	Commercial (1.2 ha)	All Development Traffic (2-Way)
Light Veh's	208	23	231
OGVs	44	5	49
Total Vehicles	252	28	280

7.175 The light vehicles have been distributed on the study network in proportion to the inbound commuting pattern derived in the Transport Assessment, shown diagrammatically in **Figure T-1** in **Appendix 7.3** to this chapter.

7.176 The heavy vehicles have been distributed evenly between main entry points to the study area and routed to avoid the 7.5 tonne weight restriction on Station Road, shown in **Figure T-2** in **Appendix 7.3**. The total construction traffic movements are shown in **Figure T-3**.

7.177 The following table summarises the distribution of construction traffic on the study network.

Table 7.9: Daily Construction Traffic across Study Area

Road Link	AADT (All Traffic)	AADT (OGV Only)	HGV (%)
A363 WHBP	78	13	16%
B3097 North of HRBP	140	38	27%
B3097 Philips Way	98	25	25%
Site Access	269	38	14%
B3097 South of HRBP	129	0	0%
Link Road (WWTE)	0	0	0%
Station Road (North)	129	0	0%
A350 Haynes Road	35	13	36%
A350 Warminster Road	26	13	49%



Construction Traffic Impacts - 2026 Baseline

7.178 The following table shows the change in traffic during construction relative to the 2026 baseline, i.e. the existing conditions with the Application Site inactive.

Table 7.10: Change in Daily Construction Traffic Relative to 2026 Baseline

Road Link	2026 Baseline AADT	Construction AADT	Change (%)
A363 WHBP	9,853	+78	+0.8%
B3097 North of HRBP	13,347	+140	+1.0%
B3097 Philips Way	8,324	+98	+1.2%
Site Access	183	+269	+147%
B3097 South of HRBP	7,358	+129	+1.8%
Link Road (WWTE)	6,173	0	+0.0%
Station Road (North)	11,506	+129	+1.1%
A350 Haynes Road	12,698	+35	+0.3%
A350 Warminster Road	16,505	+26	+0.2%

7.179 Changes in traffic arising from construction, relative to existing conditions, are all very small across the study area, well below the IEMA Rule 1 threshold of 30% for detailed assessment across the general Study Area and also well below the Rule 2 threshold of 10% on links of high sensitivity, Haynes Road and Warminster Road in the Westbury Air Quality Management Area expected to see changes amounting to less than half a percent of daily traffic.

7.180 The IEMA Rule 1 threshold is breached on the site access however, which is unsurprising as there is no activity on the Application Site itself currently, just occasional movements associated with Mill Lane and adjacent businesses. **Detailed assessment of construction traffic impacts will therefore be carried out on the site access for the 2026 Baseline.**

Construction Traffic Impacts - 2028 Future Baseline

7.181 The construction traffic impacts also need to be considered against the 2028 Future Baseline. In that scenario it is reasonable to assume that the permitted employment development could also be under construction, so construction traffic associated with that should be subtracted from the construction development traffic derived in **Table 7.8**.



7.182 Construction traffic associated with the permitted employment development is unknown and would depend on phasing, but it is unlikely to be substantially less than the traffic associated with the Proposed Development, which in itself has been shown to have no material impact on the study area.

7.183 The net outcome of subtracting employment development construction traffic from that for the Proposed Development would result in a smaller impact than for the Proposed Development in isolation, so **no further analysis is required for the construction traffic impacts relative to the 2028 Future Baseline.**

Application Development Effects

7.184 AADT predictions for the Proposed Development were set out in Technical Note 1 included in **Appendix 7.2** and are summarised in the following table for the Study Area.

Table 7.11: Daily Development Traffic across Study Area

Road Link	AADT (All Traffic)
A363 WHBP	579
B3097 North of HRBP	1,193
B3097 Philips Way	784
Site Access	2,427
B3097 South of HRBP	1,235
Link Road (WWTE)	78
Station Road (North)	1,174
A350 Haynes Road	406
A350 Warminster Road	252

Application Traffic Impacts - 2026 Baseline

7.185 The following table shows the change in traffic from the Proposed Development relative to the 2026 baseline, i.e. the existing conditions with the site inactive.



Table 7.12: Change in Daily Application Traffic Relative to 2026 Baseline

Road Link	2026 Baseline AADT	Development AADT	Change (%)
A363 WHBP	9,853	+579	+5.9%
B3097 North of HRBP	13,347	+1,193	+8.9%
B3097 Philips Way	8,324	+784	+9.4%
Site Access	183	+2,427	1329.1%
B3097 South of HRBP	7,358	+1,235	+16.8%
Link Road (WWTE)	6,173	+78	+1.3%
Station Road (North)	11,506	+1,174	+10.2%
A350 Haynes Road	12,698	+406	+3.2%
A350 Warminster Road	16,505	+252	+1.5%

7.186 Changes in traffic arising from the Proposed Development, relative to existing conditions, are small across the study area, well below the IEMA Rule 1 threshold of 30% for detailed assessment across the general Study Area and also well below the Rule 2 threshold of 10% on links of high sensitivity, Haynes Road and Warminster Road in the Westbury Air Quality Management Area, which are expected to see changes far below typical daily variation in daily traffic.

7.187 The IEMA Rule 1 threshold is breached on the site access however, unsurprisingly as there is no activity on the Application Site itself currently, just occasional movements associated with Mill Lane and adjacent businesses. **Detailed assessment of the Proposed Development impacts will therefore be carried out on the site access for the 2026 Baseline scenario.**

Application Traffic Impacts - 2031 Future Baseline

7.188 The Future Baseline assessment needs to consider the net effect of the Proposed Development traffic relative to that associated with the permitted employment development, summarised in the following table.

**Table 7.13: Daily Application Traffic & Net Change Relative to Permitted Employment**

Road Link	Application Scheme AADT	Permitted Employment AADT	Net Change
A363 WHBP	579	-720	-141
B3097 North of HRBP	1,193	-1,119	+74
B3097 Philips Way	784	-804	-20
Site Access	2,427	-2,531	-104
B3097 South of HRBP	1,235	-1,412	-177
Link Road (WWTE)	78	0	78
Station Road (North)	1,174	-1,412	-238
A350 Haynes Road	406	-246	+160
A350 Warminster Road	252	-145	+107

7.189 The following table shows the net change in traffic from the Proposed Development less the permitted development relative to the 2031 Future Baseline.

Table 7.14: Change in Net Daily Application Traffic Relative to 2031 Future Baseline

Road Link	2031 Future Baseline AADT	Net Development AADT	Change (%)
A363 WHBP	10,295	-141	-1.4%
B3097 North of HRBP	13,946	74	+0.5%
B3097 Philips Way	8,698	-20	-0.2%
Site Access	191	-104	-54.3%
B3097 South of HRBP	7,689	-177	-2.3%
Link Road (WWTE)	6,451	78	+1.2%
Station Road (North)	12,023	-238	-2.0%
A350 Haynes Road	13,268	160	+1.2%
A350 Warminster Road	17,246	107	+0.6%

7.190 The net change in development traffic is predicted to bring about decreases in traffic across much of the Study Area in 2031, the proposed scheme generally attracting less traffic than the permitted employment scheme.

7.191 Some minor increases arise from differences in distribution between the Proposed Development traffic and the permitted development traffic, the former involving a significant proportion of out-commuting, the latter being all in-commuting. Those changes, highlighted in **Table 7.14**, only amount to around 1% of baseline traffic however, so no IEMA rules are



breached and **there is no requirement for detailed assessment under the 2031 Future Baseline conditions.**

Detailed Assessment of Impacts

7.192 The above analysis against IEMA Rules resulted in the following conclusions.

- **Detailed assessment of construction traffic impacts will be carried out on the site access for the 2026 Baseline**
- **Detailed assessment of the Proposed Development impacts will be carried out on the site access for the 2026 Baseline scenario**

7.193 The effects of construction traffic and Proposed Development traffic relative to the 2026 Baseline are considered together to avoid repetition, in the context of the individual environmental effects set out in the IEMA guidance.

Severance Impacts on the Site Access

7.194 The IEMA guidance describes severance arising from traffic as a perceived division within a community where people may be separated from places and other people. It recognises the difficulty in predicting severance, with no predicative formulae or simple relationships between traffic factors and levels of severance, but states that factors to consider include road width, traffic flow, composition and speeds, the demand for crossing and availability of crossing facilities, with some receptor groups more sensitive to severance than others.

7.195 To assess Severance impacts, the IEMA guidance recommends:

- (a) Defining the facilities to which access is potentially impaired
- (b) Defining facility catchment areas from which users may be drawn
- (c) Estimating the populations within those areas, both in total and in vulnerable groups

7.196 Under 2026 Baseline conditions, the only amenity within walking or cycling distance that could potentially have access impaired by additional traffic on the site access is employment at the West Wilts Trading Estate or the Northacre Industrial Park beyond.



7.197 The catchment effected comprises four small employment units at Mill Lane, 9 residential addresses along Mill Lane and a boarding kennel business (currently closed). There may be occasional pedestrian movements associated with Public Rights of Way.

7.198 Relative to the existing conditions, those dwellings and businesses will experience increased traffic on the site access roads near Mill Lane during construction, although when the Proposed Development is operational, traffic will be lower than with the permitted employment development built out. There will be no changes in traffic on Mill Lane itself as a result of the Proposed Development.

7.199 While it is possible that residents at Mill Lane might walk to jobs on the WWTE or Northacre, the probability of any significant footfall experiencing severance as a result of construction traffic is extremely low. Any such effects would also be short-duration, as incorporated mitigation in the form of pedestrian improvements would be implemented with the development scheme.

7.200 **Severance Impacts** on the site access are therefore categorised as **negligible** under the significance criteria set out in **Table 7.2**.

Driver Delay Impacts on the Site Access

7.201 The IEMA guidance notes that delays to non-development traffic are only likely to be significant where elements of the highway network are already at or nearing capacity.

7.202 The Transport Assessment demonstrates that the site access roundabout would operate with a large reserve of capacity with the Proposed Development operational. Under construction conditions, traffic would be lower than under development conditions, so **Driver Delay Impacts** are categorised as **negligible** under the significance criteria set out in **Table 7.2**.

Pedestrian & Non-Motorised User Delay Impacts on the Site Access

7.203 The IEMA guidance notes that pedestrian delay, and delay to other non-motorised users, is closely related to the effects of severance, arising from increased traffic volume, HGV composition or speeds, which may increase crossing times, depending on pedestrian activity, visibility and physical conditions.



7.204 Consideration of severance has demonstrated that there would be no adverse impacts, there being very little existing demand for pedestrians to cross the site access and a limited duration before incorporated mitigation is introduced in the form of improved pedestrian facilities.

7.205 The changes in traffic during construction would have no impact at all on the journey times of the few pedestrian and non-motorised user movements on the site access, and traffic would decrease relative to the permitted employment uses when the Proposed Development is built, so the **Pedestrian & Non-Motorised User Delay Impacts** on the site access are categorised as **negligible** under the significance criteria set out in **Table 7.2**.

Non-Motorised User Amenity Impacts on the Site Access

7.206 The IEMA guidance explains that amenity impact, or the relative pleasantness of a journey, is affected by traffic flow, composition and pavement width/separation from traffic and includes pedestrian fear and intimidation, as well as exposure to noise and air pollution.

7.207 In the context of the very few non-motorised user movements likely to be affected during construction, before incorporated mitigation improvements are implemented, the **Non-Motorised User Amenity Impacts** on the site access are categorised as **negligible** under the significance criteria set out in **Table 7.2**.

Fear and Intimidation Impacts on the Site Access

7.208 The IEMA guidance explains that fear and intimidation created by development traffic is an environmental effect to be considered in the context of all travel modes and is dependent on traffic volume, HGV content, speeds, proximity and any protection from verges etc.

7.209 It has been explained that only a low number of users are likely to encounter increased traffic during the construction period prior to the implementation of incorporated mitigation, so **Fear and Intimidation Impacts** on the site access are categorised as **negligible** under the significance criteria set out in **Table 7.2**.

Road Safety Impacts on the Site Access

7.210 Government guidance on transport assessment recommends analysis of injury accident records on the public highway in the vicinity of the site access for the most recent 3-year period, or 5-year period if the site is in a high accident area.



7.211 The examination of collision records carried out in the baseline section of this chapter shows no PICs at all recorded on the site access or on Mill Lane over the period examined, suggesting there are no inherent safety issues.

7.212 The site access will be modified under the proposals and during the construction period there will be traffic management in place to ensure the safety of all road users. **The Road Safety Impacts** on the site access will therefore be confined to the construction period when movement will be managed, so are categorised **negligible** under the significance criteria in **Table 7.2**.

Hazardous Loads/Large Loads Impacts on Site Access

7.213 The IEMA guidance explains that where development may involve the transportation of dangerous or hazardous loads by road it should be recognised within the EIA, whether it be specialist loads in the construction or decommissioning phases, or operational movements.

7.214 No abnormal or hazardous loads are likely to occur during the development, which will involve the transport of material in conventional lorries. The potential impact may therefore be considered **negligible** under the significance criteria in **Table 7.2**.

ASSESSMENT OF CUMULATIVE EFFECTS

7.215 The following development in the vicinity of the Application Site is approved but not built out at the time of the baseline traffic surveys.

- Residential development at Glenmore Farm (145 units, PL/2021/03749)

7.216 The following planning applications in the vicinity of the Application Site are registered and to be determined at the time of writing.

- Residential development West of Mane Way (365 units, PL/2025/05073)
- Residential development at Storridge Road (165 units, PL/2026/03375)

7.217 The effects of those developments, discussed in the Transport Assessment, are included in the 2028 and 2031 Future Baseline traffic flow scenarios.

7.218 There is no change to the conclusions arising from the Study Area analysis as a result of considered the cumulative impact.



INTER-RELATIONSHIP EFFECTS

7.219 There are inter-relationships with the air quality and noise chapters as identified through the use of traffic data within these chapters. These effects are considered as part of the assessments of air quality and noise. There are no identified inter-relationships with other topics.

ENHANCEMENT, MITIGATION AND RESIDUAL EFFECTS

Construction Phase Mitigation

7.220 No material impacts are predicted to arise during the construction phase, but the developers will commit to operating a Construction Traffic Management Plan, to be agreed with the Local Highway Authority in advance of commencement.

7.221 The Construction Traffic Management Plan will include controls on delivery timing and locations, routing of delivery vehicles and management of construction staff travel and parking.

Operational Mitigation

7.222 In addition to the incorporated mitigation measures set out in this ES chapter, Travel Plans will be operated to reduce car reliance and encourage sustainable travel choices, and draft documents are appended to the Transport Assessment.

7.223 A package of further mitigation in the form of Section 106 contributions to further enhance accessibility will be negotiated with the Local Highway Authority as the development proceeds through planning.

Residual Effects and Conclusion

7.224 The proposed mixed-use development would reduce general traffic levels relative to the employment uses permitted across the Application Site, delivering a higher level of incorporated mitigation via an active travel link, improved crossing over the B3097, reduced speed limit and enhanced bus stops, in addition to contributions to other off-site accessibility improvements.

7.225 The residual effect of the development is therefore categorised as **moderate beneficial** under the significance criteria in **Table 7.2**, as it would bring moderate beneficial



effects resulting in material, noticeable improvements to highway conditions relative the employment development permitted on the Application Site.