



TRANSPORT PLANNING

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HAWKE RIDGE BUSINESS PARK, WESTBURY, WILTSHIRE

Transport Assessment
Volume 1 – Report & Appendices 1 to 10

July 2026

IMA-25-111

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1 Introduction

1.1 Background

1.1.1 This Transport Assessment has been prepared on behalf of Hawke Ridge Business Park Ltd and Bellway Homes Ltd to examine proposals to develop Hawke Ridge Business Park (HRBP) to provide 249 dwellings, a care home and Class E roadside uses.

1.1.2 The application site is allocated as 14.58 hectares of strategic employment under Policy CP 32 of the Core Strategy adopted in January 2015 and benefits from planning permission in outline for 45,520m² of mixed employment uses.

1.1.3 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 site's future in a way that better reflects local housing needs.

1.1.4 A pre-application consultation with Wiltshire Council (ENQ 2024 01667) received comments from the Sustainable Transport team at Wiltshire Council dated 10th December 2024, included in Appendix 1 and addressed in detail in this Transport Assessment.

1.2 Transport Vision for the Development

1.2.1 The National Planning Policy Framework (December 2024) states that transport issues should be considered from the earliest stages of development proposals, using a vision led approach to identify transport solutions that deliver well-designed, sustainable and popular places (paragraph 109).

1.2.2 The vision for the proposed development in transport terms is as follows:

Provision of a thoughtfully designed new neighbourhood, offering much-needed affordable homes and a modern care home, creating an extension to Westbury with the everyday convenience of new local shops, and generous green spaces for everyone to enjoy. The development will improve sustainable travel, with connections to the proposed Glenmore Farm active-travel route, offering safer walking and cycling routes to amenities and the wider area. Travel Planning will encourage use of active travel and public transport to encourage sustainable choices, with infrastructure to facilitate the use of ultra-low emission vehicles.

1.2.3 The following sets out the scope of the Transport Assessment to achieve the vision.

1.3 Scope of Report

1.3.1 The following chapters follow this introduction.

Planning Policy Review

1.3.2 A summary of national and local planning policy relating to transport and the development.

Existing Application Site & Surroundings

1.3.3 A description of the site, the immediate surroundings and key elements of the local planning history as they relate to transport infrastructure.

Accessibility

1.3.4 Appraisal of access arrangements for main transport modes, including active travel and public transport, and amenities accessible without a car. Opportunities to improve non-car travel are identified.

Baseline Transport Data

1.3.5 The travel predictions accepted for commercial development of HRBP under permission 14/03118/OUT are set out as the baseline for the application. Committed development traffic from planning applications approved in the immediate area is considered.

1.3.6 An Automatic Traffic Count on the B3097 north of the HRBP roundabout is summarised, to benchmark peak hour traffic changes since earlier traffic analysis.

1.3.7 Personal Injury Collisions records are reviewed.

Proposed Development

1.3.8 The development is described along with a Parking Strategy for cars, bicycles and electric vehicle charging provision.

1.3.9 Arrangements for pedestrian, cycle, vehicular and bus access are described.

1.3.10 Travel demand is set out for all aspects and the distribution of vehicular traffic considered. Changes relative to inbound commuting traffic for 14/03118/OUT are quantified to establish any reasonable requirement to model traffic impact.

1.3.11 The change in demand from pedestrians, cyclists and public transport users is considered in the context of the existing and proposed infrastructure from committed development, with recommendations for further improvements and mitigation.

1.3.12 Travel Plans is provided, setting objectives, a target and measures to achieve it, a monitoring regime and safeguarding.

1.3.13 Specific matters raised by the LHA in a pre-application response are discussed.

Summary & Conclusions

1.3.14 The report is summarised and conclusions drawn.

2 Planning Policy Review

2.1 Overview

2.1.1 A summary of national and local policy as it relates to transport and the proposed uses is provided.

2.2 National Planning Policy Framework (December 2024)

2.2.1 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.

2.2.2 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.

2.2.3 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.

2.2.4 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.

2.2.5 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.

2.2.6 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.

2.2.7 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.

- 2.2.8 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.

- 2.2.9 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.

2.3 Planning Practice Guidance

- 2.3.1 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.

- 2.3.2 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.

- 2.3.3 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.

- 2.3.4 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).

- 2.3.5 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.

- 2.3.6 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.

- 2.3.7 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.

2.4 Wiltshire Core Strategy (2015)

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

Core Policy 3: Infrastructure Requirements

2.4.2 CP3 requires all development to deliver necessary infrastructure, on or off-site as required, either through contributions or built with the development.

2.4.3 Planning conditions and obligations (typically section 106 agreements) 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.

Core Policy 60: Sustainable Transport

2.4.4 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.

Core Policy 61: Transport and New Development

2.4.5 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.

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

Core Policy 62: Development Impacts on the Transport Network

2.4.7 CP62 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.

Core Policy 63: Transport Strategies

2.4.8 CP63 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.

Core Policy 64: Demand Management

- 2.4.9 CP64 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.
- 2.5 Wiltshire Local Plan Review (2025)
 - 2.5.1 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.
 - 2.5.2 The Local Plan review was submitted to the Secretary of State for independent examination in November 2024, but a meeting of full council on 19th May 2026 resolved to withdraw the Wiltshire Local Plan Review from examination.
 - 2.5.3 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 with Stage 1 hearings held in June 2025 and Stage 2 due to commence in November 2025.’
- 2.6 Local Transport Plan 4 (2025)
 - 2.6.1 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.
 - 2.6.2 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:

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.
 - 2.6.3 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
 - 2.6.4 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

2.6.5 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.

2.6.6 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

3 Existing Application Site & Surroundings

3.1 Overview

3.1.1 A description of the site, the immediate surroundings and key elements of the local planning history as they relate to transport infrastructure.

3.2 Application Site & Surroundings

3.2.1 The site lies on the B3097 on the northern fringe of Westbury, with Hawkeridge village to the north and Trowbridge beyond that. The site location relative to surrounding settlements is shown in the plan in Appendix 1, and in the local context in Appendix 2.

3.2.2 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.

3.2.3 Business Register and Employment Survey data lists 4,890 employees across those sites in 2024 (source: Office for National Statistics via NOMIS).

3.2.4 The site lies immediately east of the B3097 Hawkeridge Road and is bisected by Mill Lane, serving four small commercial units and nine residential addresses. A boarding kennel/cattery is understood to be closed currently.

3.2.5 The site is bounded to the north by farmland and to the east by a brook and a railway track. The southern boundary is formed by a section of disused railway line with a solar array and Vivash Park further south.

3.2.6 A residential development site for 145 homes at Glenmore Farm, described in section 3.4, lies immediately south west of the site, with the residential area known as The Ham immediately beyond, some 600m south of the site.

3.3 Development Permitted on the Application Site

3.3.1 The following planning applications have been permitted at the site:

14/03118/OUT	Outline permission to develop 45,520m ² of employment space attracting up to 375 peak hour vehicle movements.
16/06752/REM	Reserved matters permission for 4 B8 units totalling 6,276m ²
16/12236/FUL	Permission in full for roadside uses including a convenience store, 3 retail units and a fast food drive-through
17/01201/REM	Reserved matters permission for 21 small business units providing 4,970m ² of flexible employment space.

3.3.2 The outline permission for large scale employment use has been implemented through construction of the site access roundabout on the B3097 and other infrastructure works, but after extensive marketing, no units have been built out.

3.3.3 A later application, PL/21/09252 proposing a 7,753m² distribution centre for Amazon, was withdrawn before determination.

3.4 Committed Development & Pending Applications

Permitted Development at Glenmore Farm

3.4.1 Outline planning application PL/2021/03749 for 145 dwellings at Glenmore Farm, which lies south of the application site on the B3097, beyond the eastern end of the WWTE, was granted on appeal in January 2025 following refusal on non-highway grounds. There was no objection from the Local Highway Authority.

3.4.2 The Glenmore Farm site extends north from The Ham on the western side of the B3097 and incorporates an area of open space at its northern end, adjoining the eastern end of the WWTE, as illustrated in Appendix 2.

- 3.4.3 The masterplan for the Glenmore Farm scheme includes an active travel link for pedestrians and cyclists between The Ham and Link Road at the Hawke Ridge Business Park roundabout, shown indicatively in the plan in Appendix 2.
- 3.4.4 A signed Section 106 includes highway commitments to extend the 30mph speed limit, contribute £30,000 to bus services and to make reasonable endeavours to achieve a 2m footway over a strip of non-highway land on The Ham frontage at the southern end of the Glenmore Farm site.
- 3.4.5 A Statement of Common Ground submitted to the appeal stated (from paragraph 5.5):
'It is also agreed that the proposals have been developed to achieve a sustainable development in a sustainable location, relating well to the spatial form of Westbury and would offer accessible walking and/or cycling routes into the town, and its services and facilities.'
- 3.4.6 The main issue considered by the Inspector was suitability against the settlement strategy, as Wiltshire Council withdrew their reasons for refusal at a late stage.
- 3.4.7 The Inspector did consider active and sustainable travel modes however, noting that the site is *'... sufficiently close to the services and facilities that this market town provides'*, and that the agreed contribution would go towards a night-time bus service, while existing bus stops would be upgraded (paragraph 14).
- 3.4.8 Reference was made to making best endeavours to widen an existing footway on the frontage to The Ham over unregistered land, but the Inspector stated that the existing footway would be a suitable solution if widening cannot be secured.
- 3.4.9 The link from The Ham to the B3097 at the WWTE was described as follows (paragraph 15 of the decision):
... A 3m wide cycle link would be provided through the site [condition 5], exiting at the northern corner and continuing up along the main road to provide access to the trading estate.'
- 3.4.10 Condition 5 refers specifically to off-site highways works to be provided in accordance with drawing reference 4403-532 D (Proposed Site Access Layout) dated 17/08/23, which includes a shared footway/cycleway link to be built on highway verge on the western side of the B3097 between the Glenmore Farm site and Link Road into the WWTE, annotated as 'Proposed 3.0m Cycleway'.
- 3.4.11 Condition 5 requires the agreement of a programme for delivery of the off-site highway works, to include the shared-use cycleway, to be made prior to commencement of the development, with the works to be delivered and completed in accordance with the approved programme.
- 3.4.12 The Inspector also noted the suitability of cycling as a sustainable mode of travel (from paragraph 16):
'Cycling would be an option to commute to the town centre, railway station and other recommended cycle routes, given the terrain is mostly flat.'
- 3.4.13 The value of Electric Vehicle Charging Point provision to encourage ownership of ultra-low and zero emission vehicles was recognised as contributing to sustainable transport, as was the provision of a Full Travel Plan (also at paragraph 16).
- 3.4.14 The Inspector concluded on accessibility as follows (paragraph 17):
Overall, the location of development is likely to result in future residents relying on a private car for some journeys. However, there are realistic means of accessing services and facilities using sustainable travel modes. Thus, the proposal would be in a suitable location.

Committed Development at the Ashton Park Urban Extension

- 3.4.15 In July 2025 Wiltshire Council granted outline planning permission (15/04736/OUT) to build up to 2,500 homes at Ashton Park, south-east of Trowbridge, along with 13.6 hectares of employment land, two local centres, two primary schools, land for a secondary school and an ecological visitor facility.
- 3.4.16 A decision notice was issued in September 2025 following completion of legal agreements and further planning applications providing detail will now be submitted, with construction expected to begin in early 2026.
- 3.4.17 The scheme includes the Yarnbrook and West Ashton Relief Road, which will move the A350 away from West Ashton village, linking to the A363 to the northwest of Yarnbrook. A phasing plan requires the Relief Road to be implemented within 5 years of the first occupation or before 1,000 dwellings are occupied.

Pending Application - West of Mane Way

- 3.4.18 Planning application PL/2025/05073, to be determined at the time of writing, proposes 365 dwellings on land west of Mane Way on the western fringe of Westbury, some 2km south of HRBP.

Pending Application – Storridge Road

- 3.4.19 Planning application PL/2026/03375, to be determined at the time of writing, proposes 165 dwellings on land northeast of Storridge Road, southwest of HRBP and immediately adjoining the WWTE.

4 Accessibility

4.1 Overview

- 4.1.1 This section summarises access arrangements including for active travel and public transport users to set the context for examination of amenities accessible without a car. Opportunities to improve non-car travel are identified.

4.2 Highway Network Context

- 4.2.1 The site is accessed via the Hawke Ridge Business Park (HRBP) roundabout constructed on the B3097 to serve the employment development approved under application 14/03118/OUT. Internal access spurs are also built and adopted, as shown in the highway search included in Appendix 3.
- 4.2.2 Link Road runs west from the HRBP roundabout into the West Wilts Trading Estate (WWTE), subject to a 30mph speed limit.
- 4.2.3 The junction conforms to Department for Transport standards for roundabout design in terms of geometry, including entry path deflection, and was designed to accommodate traffic associated with the extensive employment development.
- 4.2.4 The B3097 Hawkeridge Road runs north/south along the western border of the site and provides links to Westbury to the south, via The Ham, and Trowbridge to the north (see plan in Appendix 1). The speed limit on Hawkeridge Road passing the site is 50mph.
- 4.2.5 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 (see section 3.4).
- 4.2.6 The B3097 runs south from the HRBP roundabout as a 2-lane 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.
- 4.2.7 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.
- 4.2.8 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.
- 4.2.9 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.
- 4.2.10 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.
- 4.2.11 Buses on the B3097, described later in this report, 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.
- ### 4.3 Pedestrian Access Context
- 4.3.1 Pedestrian infrastructure implemented to serve the commercial development permitted 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.

- 4.3.2 Short sections of footway run north and south on the B3097 to serve bus stops, where the footways end.
- 4.3.3 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.
- 4.3.4 The residential development permitted at Glenmore Farm to the south of the site, described in section 3.4, 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 the HRBP site.
- 4.3.5 The existing pedestrian refuge crossing at the HRBP roundabout will be upgraded to maximise the potential of the active travel link through the Glenmore Farm scheme and proposals are set out later in this report.
- 4.3.6 The existing pedestrian connection to The Ham via WWTE and the route that will become available when Glenmore Farm is developed are both shown in the plan in Appendix 2, which also shows the two existing routes south from The Ham over the railway into the town and main links to amenities discussed later in this chapter.
- 4.3.7 Bridges on Station Road and Hawkeridge Road cross the rail line that runs east-west through the northern part of Westbury. 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.
- 4.3.8 An alternative route from the eastern end of The Ham exists via a bridge south of Glenmore Farm, where Hawkeridge Road runs over the railway. 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, south of the bus gate.
- 4.3.9 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, forming the route 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.
- 4.3.10 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.
- 4.3.11 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.
- 4.3.12 The main pedestrian network is shown in the plan in Appendix 2, with the main opportunities for improvement annotated, while the plan in Appendix 4 shows the pedestrian links in relation to main amenities across the town. The potential to improve links is discussed later in this report.
- 4.4 Public Rights of Way
- 4.4.1 In addition to the surfaced footways, a network of Public Rights of Way run north, east and southeast from the site, illustrated in the highway searches in Appendix 3. And shown in the wider context in Appendix 5.
- 4.4.2 This section describes those PRowS, but as they are not all-weather year-round routes, they are not considered in terms of access to amenities or travel planning.
- 4.4.3 Footpaths HEYW6 & 7 run through the northern part of the site between Mill Lane and Hawkeridge village, where links run north to Dursley and east to Norleaze and Church Road in Heywood. An Order has been made to divert HEYW6 & 7 around the site perimeter (P/2015/0322) in association with the employment development permission.

- 4.4.4 The route to Heywood has a choice between HEYW1 that runs to Norleaze to Church Road, where there is an over-bridge controlled by shuttle signals, or HEYW3, which has an at-grade uncontrolled crossing over the railway.
- 4.4.5 Footpath HEYW9 runs along Mill Lane, dog-legging at Hawkeridge Mill to cross the railway line at another uncontrolled at-grade crossing. Footpaths HEYW4/4A run north parallel to the railway to HEYW3.
- 4.4.6 Footpath HEYW6 also extends to the southeastern boundary of the site, Orders having been made to divert it and HEYW8 running from Hawkeridge Mill around the perimeter of the site (P/2015/021 & P/2015/023). Both connect to a third un-controlled railway crossing, from which HEYW6 runs south to Shallow Waggon Lane and HEYW5/5A run northeast to Heywood.
- 4.4.7 Bridleway HETW24 runs along Shallow Wagon Lane from a bend on Hawkeridge Road near Glenmore Farm, crossing the railway on a bridge and becoming a permissive path before meeting the A350 at Home Farm.
- 4.5 Bicycle Access Context
 - 4.5.1 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. The routes are shown in Appendix 6.
 - 4.5.2 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.
 - 4.5.3 The active travel route through the Glenmore Farm development will provide a link to the routes recommended for cyclists accessed from Slag Lane.
- 4.6 Public Transport Access Context
 - Bus Access
 - 4.6.1 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. Permanent timetable information is provided.
 - 4.6.2 Pedestrian access between these stops and the site was provided via refuge islands with dropped kerb crossings installed with the HRBP roundabout.
 - 4.6.3 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.
 - 4.6.4 The service runs from just after 6am to after 8pm with peak-period journey times to the railway station, main employment areas and service centres summarised in the following table.
 - 4.6.5 The railway station is just a 4 minute bus journey from the site and the town centre under 10 minutes. A range of employment, education, retail and service centre amenities are all accessible by bus, within Westbury and at Trowbridge, Warminster and Bath.

Direction	Destination	Peak Period Journey Time
Warminster	Railway Station (Railway Inn)	4 minutes
	Westbury Town Centre (Haynes Road)	9 minutes
	Aldi (Westbury)	13 minutes
	Warminster (Market Place)	23 minutes
Bath	White Horse Business Park	5 minutes
	Spitfire Retail Park (Trowbridge)	11 minutes
	Wiltshire College (Trowbridge)	18 minutes
	Clarendon Academy (Trowbridge)	22 minutes
	Trowbridge Town Centre	32 minutes
	Bradford on Avon Town Centre	34 minutes
	Bath City Centre (Grand Parade)	51 minutes

Table 1: Typical Peak Period Bus Journey Times via Route D1

- 4.6.6 Other services call once a day at the stops, routes X47 and 87 both running north into Trowbridge in the weekday morning peak, with the X47 returning in the evening peak.

Rail Access Context

- 4.6.7 The railway station at Westbury is 2km from the 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.
- 4.6.8 Guidance from the Institution of Highways and Transportation document Guidelines for Providing for Journeys on Foot (Table 3.2 on page 49 of that document) recommends a preferred maximum distance of up to 2km for commuting journeys, so the railway station is within walking distance of the site for commuting trips.
- 4.6.9 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 and bicycle parking available.
- 4.6.10 Two lines run south from Westbury to Weymouth and Southampton, and lines run west to Cardiff and East to Paddington. Trains run from just after 05:00 to just after midnight, typically at 7 services an hour from 06:00 through to midday, with a peak of 10 per hour between 10:00 and 11:00, the averaging 8 services an hour until 22:00.
- 4.6.11 Journey times to main employment and service centres are summarised below.

Commuting Destination	Rail Journey Time
Trowbridge	6 mins
Frome	9 mins
Warminster	10 mins
Bradford on Avon	12 mins
Chippenham	26 mins
Bath Spa	27 mins
Salisbury	31 mins
Yeovil	39 mins
Keynsham	39 mins
Newbury	45 mins

Commuting Destination	Rail Journey Time
Bristol Temple Meads	48 mins
Swindon	49 mins
Filton Abbey Wood	60 mins
Southampton Central	60 mins
Reading	61 mins
London Paddington	95 mins
Portsmouth Harbour	106 mins
Cardiff Central	109 mins

Table 2: Rail Commuting Times (July 2026)

- 4.6.12 Westbury station, within walking distance of the site or a short cycle ride, bus or car journey, provides high frequency rail services to a wide range of major commuting destinations and service centres, making rail travel an attractive option.
- 4.6.13 In November 2025 the government released a press statement announcing that housebuilding near well-connected train stations will receive a default 'yes', subject to certain rules, to ensure delivery of housing where commuting by train is possible.
- 4.6.14 A draft revision to the National Planning Policy Framework (NPPF), published in December 2025, included guidance on the principle of development outside settlements, stating that where benefits are not substantially outweighed by adverse effects, development should be approved where it is '*... within reasonable walking distance of a railway station which provides a high level of connectivity to jobs and services...*'.
- 4.6.15 Footnote 26 of the draft NPPF defines well-connected station as those in a Top 60 Travel to Work Area with four trains an hour or two per hour in any one direction in daytime.
- 4.6.16 There has been some debate as to whether Travel to Work Areas are a suitable measure for rail access, but regardless of whether that aspect of the draft advice is carried through to a revised NPPF, Westbury station has significantly more than 4 services an hour, with averages of 7 to 8 an hour, and would be within walking distance of the proposed housing development, which therefore complies with the aims of this draft guidance.
- 4.7 Amenities within Reach of the Site
- 4.7.1 This section considers key amenities within reach of the site without a car and examines the means of accessing them by active travel and public transport.
- 4.7.2 Local amenities are identified along with active travel links in the plans in Appendices 4 & 6, which also shows 2km, 3km and 4km distance bands from the site, measured from the centre of the northern part of the application site. Amenities within each distance band are summarised in the following table.

Distance Band & Mode	Amenity	Location	Distance
2km Walk	Employment	West Wilts Trading Estate	200m to 1.4km
		Northacre Industrial Park	1.4 to 2km
		Brook Lane Industrial Estate	1.6 to 2.4km
	Retail	Post Office & Convenience Store	1.5km
	Leisure	Public House	450m
		Vivash Park	1.1km
	Travel	Bus Stops	250m
		Railway Station	2km

3km Walk or Cycle	Education	Bitham Brook Primary School	2.9km
		Westbury Infant School	2.9km
		Westbury Junior School	2.9km
	Retail	Lidl Supermarket	2.4km
		Tesco Express	2.5km
		Market Place Shops	2.6km
		High Street Shops	2.9km
		Morrisons Supermarket	3km
	Leisure	Swimming Centre	2.7km
		Gym	2.7km
		Library	2.9km
		Swimming Pool	3.1km
4km Cycle or Bus	Education	Matravers Secondary School	3.6km
		Westbury Leigh Primary School	4.1km
	Employment	Woodlands Industrial Estate	3.2km
		Army Officer Selection Board	4km
	Retail	Aldi Supermarket	3.4km
		Leigh Park Local Centre	4km
	Healthcare	Health Centre & Pharmacy	4km
	Leisure	Leighton Recreation Centre	4km

Table 3: Accessible Amenities & Distance from Site

- 4.7.3 The ability to access individual amenities on foot, by bicycle and by public transport is considered in the context of key criteria outlined in the planning application assessment toolkit from Active Travel England (June 2023).
- 4.7.4 Routes to amenities within reasonable walking distance are appraised against the following criteria to establish whether they are safe, direct, convenient and accessible for people of all abilities.
- Minimum width of 2m, with limited pinch points no less than 1.5m
 - Free of steps
 - Smooth, even surface
 - Seating at regular intervals
 - Uncluttered
 - Good natural surveillance and clear lines of sight
 - Street lit
 - Have wayfinding
 - Have suitable crossing points
- 4.7.5 Manual for Streets defines walkable neighbourhoods as typically having a range of facilities within a walk of 10 minutes, equivalent to around 800m, but explains that is not an upper limit, with walking offering the greatest potential to replace short car trips, particularly those under 2 km.

4.7.6 Guidance on walk distances set out in the Institution of Highways and Transportation document Guidelines for Providing for Journeys on Foot (Table 3.2 on page 49 of that document) also recommends a preferred maximum distance of 800m for shopping trips and up to 2km for commuting.

4.7.7 Wiltshire Council school transport eligibility is based on a walk distance of up to 2 miles (3.2km) for children under 8 years old and up to 3 miles (4.8km) for 8 to 15 year-olds.

4.8 Employment Amenities within Walking Distance

4.8.1 The site has an exceptional amount of employment within walking distance, taking in the entire Principal Employment Area made up of the West Wilts Trading Estate (WWTE), the Northacre Industrial Park and the Brook Lane Industrial Estate.

West Wilts Trading Estate

4.8.2 The pedestrian route to the WWTE commences some 200m from the centre of the northern part of the application site and extends to about 1.4km, so the entire estate is within a walk of under 20 minutes.

4.8.3 The quality of the route is summarised in the following table.

Link	Summary
B3097 Crossing	Drop kerbs present, no tactiles, lit & signed, 50mph limit
Link Road	Typically 1.8m footway, dropped kerbs at some side roads, no tactiles, lit & signed, level, partly overlooked
Broadway North	No dropped kerb crossings or tactiles, lit & level, partly overlooked
Quartermaster Road	No dropped kerb crossings or tactiles, lit & level, partly overlooked

Table 4: WWTE Pedestrian Route Summary

4.8.4 The route through the WWTE is adequate, with lit and level 1.8m footways throughout. Parts of the route are overlooked, others not, and some sections would benefit from additional dropped kerbs to assist wheeled users.

4.8.5 The route is generally subject to a 30mph speed limit and while the initial crossing over the HRBP roundabout is subject to a 50mph speed limit, approach speeds are much lower (see section 5.4) and speeds at the crossing are moderated substantially by the roundabout geometry.

Northacre Industrial Park

4.8.6 The pedestrian route extends through WWTE to the Northacre Industrial Park, crossing Storridge Road at a roundabout. Northacre commences about 1.4km from the centre of the northern part of the application site and extends to about 2km, so the entire estate is within walking distance.

4.8.7 The quality of the route is summarised in the following table.

Link	Summary
B3097 Crossing	Drop kerbs present, no tactiles, lit & signed, 50mph limit
Link Road	Typically 1.8m footway, dropped kerbs at some side roads, no tactiles, lit & signed, level, partly overlooked
Quartermaster Road	No dropped kerb crossings or tactiles, lit & level, no seating, partly overlooked
Storridge Road Crossing	Drop kerbs & tactiles present, lit & signed
Stephenson Road	Shared footway cycleways separated from carriageway, dropped kerbs and tactiles throughout, lit, level, partly overlooked

Table 5: Northacre Industrial Park Pedestrian Route Summary

4.8.8 As noted above, the route through the WWTE is generally satisfactory, but would benefit from additional dropped kerbs.

4.8.9 The route through Northacre is also satisfactory, being level with full dropped kerb crossing provision, lighting and signing, but sections are not overlooked.

Brook Lane Industrial Estate

4.8.10 The shortest route to the Brook Lane Industrial Estate will be via the shared surface link to be built through the Glenmore Farm development to the south of the application site, which will extend to the HRBP roundabout, where there is an existing dropped kerb crossing via a refuge, without tactile paving.

4.8.11 The Glenmore Farm link will emerge onto The Ham, connecting to an existing 1.8m footway on the northern side. While there is a commitment from the Glenmore Farm development to make best endeavours to widen it, subject to land ownership, the existing width is adequate (see section 3.4).

4.8.12 The Brook Lane Industrial Estate lies at the southwestern end of The Ham, commencing some 1.6km from the centre of the norther application site and extending to 2.4km. The route is summarised as follows.

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
The Ham	Dropped kerb crossings absent at Hawkeridge Park, lit & level, overlooked
Brook Lane	Crossing via Zebras, intermittent footway at accesses

Table 6: Brook Lane Industrial Estate Pedestrian Route Summary

4.8.13 The route to Brook Lane is generally adequate and construction of the link through the Glenmore Farm development will reduce the walk distance.

4.9 Retail Amenities within Walking Distance

Ham Stores & Post Office

4.9.1 The convenience store and post office at the southwestern end of The Ham is 1.5km from the site, a walk of about 15 minutes.

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
The Ham	Dropped kerb crossings absent at Hawkeridge Park, lit & level, overlooked

Table 7: Ham Stores & Post Office Pedestrian Route Summary

4.9.2 The route to the Ham Stores & Post Office is generally adequate, with the walk distance reduced by the link through the Glenmore Farm development.

4.10 Public Transport within Walking Distance

Bus Stops

4.10.1 Bus stops immediately adjoining the site to the north, south and west of the HRBP roundabout are accessed via refuges with dropped kerb crossings (no tactiles).

Railway Station

- 4.10.2 Westbury Railway Station is 2km from the site on foot, a walk of about 25 minutes. The route via Glenmore Farm, The Ham and Station Road is summarised as follows.

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
The Ham	Dropped kerb crossings absent at Hawkeridge Park, lit & level, overlooked
Station Road	Zebra crossing provided, footway narrows to 1m for some 30m over railway bridge, lit with slight gradients, partly overlooked
Station Approach	Steep ramp down to Station, alternative available.

Table 8: Railway Station Pedestrian Route Summary (via Station Road)

- 4.10.3 The route to the station is generally adequate, excepting the localised narrow footway alongside the Station Road railway bridge parapet, where the available width is inadequate for pedestrians to pass one another or a wheeled user, requiring use of the carriageway to pass.
- 4.10.4 An alternative exists via Hawkeridge Road and Slag Lane, to avoid the narrow footway at the Station Road railway bridge, summarised as follows.

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
Hawkeridge Road	No dropped kerb crossing over The Ham, shared surface without lighting, not overlooked
Slag Lane	Footway provided, partial lighting, part overlooked, no signage
Station Road	Dropped kerb crossing with tactiles
Station Approach	Steep ramp down to Station, alternative available

Table 9: Railway Station Pedestrian Route Summary (avoiding Station Road pinch point)

- 4.10.5 The alternative avoids the narrow footway at the railway bridge on Station Road, using much quieter rural-character roads that, in part, are without street lighting and not overlooked, but are well used.
- 4.11 Leisure Amenities within Walking Distance

Public House

- 4.11.1 The public house in Hawkeridge is a short distance north of the site, accessible via a public right of way through a field.

Vivash Park

- 4.11.2 Vivash Park is just over a kilometre south of the site, under 15 minutes on foot, via the route described below.

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
Hawkeridge Road	No dropped kerb crossing over The Ham, no footway or lighting on Hawkeridge Road, not overlooked

Table 10: Vivash Park Pedestrian Route Summary

- 4.11.3 The park is reached via Hawkeridge Road, which operates as a shared surface without footways. There is no through traffic due to a bus gate and a 20mph speed limit is present, although there is no street lighting.
- 4.11.4 There is no crossing point from The Ham, which would benefit from a dropped kerb crossing and a length of footway to feed into Hawkeridge Road, subject to highway land being available.
- 4.11.5 A double-height kerb on the northern side of The Ham opposite Hawkeridge Road will need to be considered when engineering a suitable crossing point.

4.12 Education Facilities within Walking Distance

- 4.12.1 Westbury Infant and Junior Schools at Oldfield Park and Bitham Brook Primary School at Bitham Park are all around 2.9km from the site, within the Wiltshire Council walk distance of up to 2 miles (3.2km) for children up to 8 years old, while at 3.6km, Matravers School lies within the 3 miles (4.8km) for 8 to 15 year olds.

Westbury Infant & Junior Schools

- 4.12.2 Westbury Infant and Junior Schools are around 2.9km from the site via Glenmore Farm, The Ham, Station Road and Oldfield Road, summarised as follows (the Junior School is accessed via Oldfield Park, the Infants via Eden Vale Road).

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
The Ham	Dropped kerb crossings absent at Hawkeridge Park, lit & level, overlooked
Station Road	Zebra crossing provided, footway narrows to 1m for 30m over railway bridge, lit with a slight gradient, no seating, partly overlooked. Footway narrows to 0.8m for 10m under railway bridge
Oldfield Road	Dropped kerb crossing with tactiles between roundabouts, lit & level, traffic calming present, overlooked
Eden Vale Road	Continuous level footway with lighting, controlled crossings, overlooked

Table 11: Westbury Infant & Junior Schools Pedestrian Route Summary (via Station Road)

- 4.12.3 The main issues on the Station Road route to the schools (and other destinations) are the substandard footway widths at the two railway bridges, both being too narrow for pedestrians to pass without stepping into the carriageway.
- 4.12.4 The northern bridge over the railway only has a footway on one side, but the southern bridge under the railway has footways both sides, the eastern footway being much wider and raised from the carriageway.
- 4.12.5 An alternative exists via Hawkeridge Road, Slag Lane, Frogmore Road and Rosefield Way to avoid the narrow footways at both the Station Road railway bridges, summarised as follows.

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
Hawkeridge Road	No dropped kerb crossing over The Ham, shared surface without lighting, not overlooked
Slag Lane	Footway provided, partial lighting, no overlooking or signage
Frogmore Road	Narrow footway, no lighting, overlooking or signage
Rosefield Way	Continuous footway with lighting, some dropped kerb crossings, overlooked
Oldfield Road	Dropped kerb crossing with tactiles at Station Road, lit & level, traffic calming present, overlooked
Eden Vale Road	Continuous level footway with lighting, controlled crossings, overlooked

Table 12: Westbury Infant & Junior Schools Pedestrian Route (avoiding Station Road)

- 4.12.6 The alternative avoids the narrow footways at the railway bridge on Station Road, trading them for much quieter rural-character roads that are without street lighting and not overlooked, but are well used.

Bitham Brook Primary School

- 4.12.7 Bitham Brook Primary school is also around 2.9km from the site, on the eastern side of the A350. The shortest route is described as follows.

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
Hawkeridge Road	No dropped kerb crossing over The Ham, no footway or lighting on Hawkeridge Road, not overlooked
Slag Lane	Footway provided, partial lighting, no overlooking or signage
Frogmore Road (west of The Mead)	Narrow footway, no lighting, overlooking or signage
Frogmore Road (east of The Mead)	Continuous footway with lighting, no dropped kerb crossing at The Mead Roundabout, overlooked
Frogmore Road - Gloucester Walk - Wiltshire Way	A series of pedestrian links, level and lit, generally overlooked, no signage
The Mead	Continuous footway, lit & level, leading to pelican crossing over A350 Trowbridge Road
Bitham Park	Continuous footway, lit & level, leading to school via Kingfisher Drive & Nightingale Drive residential roads

Table 13: Bitham Brook Junior School Pedestrian Route Summary

- 4.12.8 The route to Bitham Park school is a mixture of standard footways, pedestrian links between residential developments and rural-character lanes without overlooking or street lighting.

Matravers Secondary School

- 4.12.9 Matravers Secondary school is a walk of around 3.6km from the site, south of the town centre. The shortest route is described as follows.

Link	Summary
B3097 Link to Glenmore Farm	Drop kerbs present, no tactiles, lit & signed, 50mph limit. Link to be built on western highway verge
Link through Glenmore Farm	To be built as a shared surface active travel route through the residential development
Hawkeridge Road	No dropped kerb crossing over The Ham, no footway or lighting on Hawkeridge Road, not overlooked
Slag Lane	Footway provided, partial lighting, no overlooking or signage
Frogmore Road	No footway, shared surface only, no lighting, overlooking or signage
Rosefield Way	Continuous footway with lighting, some dropped kerb crossings, overlooked
Station Road	Dropped kerb crossing with tactiles at Station Road, lit & level, overlooked
Eden Vale Road	Continuous level footway with lighting, controlled crossings, overlooked
Springfield Road	Shared surface with painted footway, streetlighting, overlooked

Table 14: Matravers Secondary School Pedestrian Route Summary

4.12.10 The route to Matravers school is a mixture of standard footways, rural-character lanes without footways or street lighting and a shared surface road.

4.12.11 A pedestrian link runs from Eden Vale Road via Indigo Gardens, as an alternative to Springfield Road.

4.13 Accessing Amenities by Bicycle

4.13.1 The entire town is within easy cycling distance of the site and the topography is gentle. The active travel link through the Glenmore Farm development will link directly to the on-street cycle network identified in the Westbury Cycle Map, which has links to all the main amenities in the town.

4.13.2 The plan in Appendix 6 shows the town amenities in the context of the cycle network identified in Wiltshire Council's cycle map, to illustrate that most are well served by established bicycle routes.

4.14 Accessing Amenities by Public Transport

4.14.1 Section 4.6 explains that buses stopping directly at the site access roundabout provide direct links with reasonable journey times to a wide range of employment centres in typical commuting periods.

4.14.2 The buses stopping from the site also provide convenient access to amenities within the town, offering reduced journey time relative to walking and cycling or a sustainable alternative where active travel may not be feasible.

4.14.3 The plan in Appendix 4 shows the locations of bus stops on the D1 route relative to amenities in the town, illustrating that many key amenities are within reach of a bus, particularly those that might involve transporting shopping.

4.14.4 Typical journey times to amenities in the town are summarised in the following table.

Destination	Peak Period Journey Time
Railway Station (Railway Inn)	4 minutes
Swim Centre (Meadow Lane)	11 minutes
Eastleigh Surgery (Station Road)	10 minutes
High Street (Haynes Road)	12 minutes
Aldi (Warminster Road)	13 minutes
Leighton House	16 minutes

Table 15: Typical Westbury Bus Journey Times via Route D1

- 4.14.5 The D1 service therefore provides convenient access to a range of amenities, including the retail, service and leisure amenities in the town centre.
- 4.15 Accessibility Summary
 - 4.15.1 The site has an exceptional level of employment development within walking distance and infant, junior, primary and secondary schools are all within walk distances specified by the local authority.
 - 4.15.2 The entire town is within cycling distance and a network of recommended routes links to most amenities across the town.
 - 4.15.3 Bus stops at the site provide direct access to a range of amenities with short journeys to the railway station, town centre and food stores. A wide range of main employment and service centres may be accessed with reasonable journey times.
 - 4.15.4 Westbury station, within walking distance of the site or a short cycle ride, bus or car journey, provides high frequency rail services to a wide range of major commuting destinations and service centres, making rail travel an attractive option.
 - 4.15.5 While there are narrow footways at both railway bridges on Station Road, alternatives exist by using the quiet shared surface route via Hawkeridge Road and Slag Lane.
 - 4.15.6 The connection from the site to the Glenmore Farm active travel link and from The Ham to the Hawkeridge Road active travel route would both benefit from improvement.
 - 4.15.7 The provision of a convenience store and other retail outlets will help to reduce distance travelled on shopping trips by residents at the site, allowing those trips to be undertaken on foot rather than by car.
 - 4.15.8 Physical mitigation of transport impacts is considered later in this report in the context of the likely changes in travel demand arising from this development, to establish where improvements might reasonably be expected.

5 Baseline Transport Data

5.1 Overview

5.1.1 The travel predictions accepted for commercial development of HRBP under permission 14/03118/OUT are set out as the baseline for the application. Committed development traffic from planning applications approved in the immediate area is considered.

5.1.2 An Automatic Traffic Count on the B3097 north of the HRBP roundabout is summarised, to benchmark peak hour traffic changes since earlier traffic analysis.

5.1.3 Personal Injury Collisions records are reviewed.

5.2 Hawke Ridge Business Park Travel Demand

5.2.1 Travel demand predictions for planning permission 14/03118/OUT to develop 45,520m² of employment space on the application site were set out in a Transport Assessment in May 2014, summarised as follows.

Period	Movement	B1 Business Park 12,000m ²	B2 Industrial 16,760m ²	B8 Warehousing 16,760m ²	All Employment 42,520m ²
AM Peak Hour	Arrive	165	63	59	287
	Depart	34	14	40	8
	Total	199	77	98	375
PM Peak Hour	Arrive	23	7	19	49
	Depart	135	51	42	228
	Total	158	58	61	277
Daily	Arrive	600	297	361	1,257
	Depart	598	311	365	1,274
	Total	1,198	604	725	2,530

Table 16: Traffic Predictions for Permitted Employment Development

5.2.2 The permitted employment development was predicted to add some 2,530 traffic movements to local roads daily, reaching 375 in an hour in the morning.

5.2.3 The distribution of the development traffic on the local highway network has been considered using data from the Census on in-bound commuting patterns to the Census Output Areas covering WWTE, Northacre Industrial Park and the Brook Lane Industrial Estate. The 2011 Census has been used as the 2021 Census was carried out during Covid-19 restrictions on travel to work.

5.2.4 The Census output and a summary of the distribution across entry points to the highway network is shown in Appendix 7.

5.2.5 The pattern of development traffic on the local highway network for the Hawke Ridge Business Park permission, based on Census data, is shown in Figures 1 & 2 in Appendix 8.

5.2.6 The non-car travel demand for the permitted development was also considered in the May 2014 Transport Assessment, derived from local census data for commuting trips and summarised as follows.

Mode	Modal Split	AM Peak	PM Peak	12-Hour
Train	0.6%	3	2	17
Bus, Minibus or Coach	0.5%	2	2	14
Taxi or Minicab	0.2%	1	1	5
Driving a Car/Van	82.4%	375	277	2,531
Passenger in a Car/Van	8.8%	40	29	269
Motorcycle/Scooter/Moped	2.0%	9	7	62
Bicycle	2.5%	16	12	107
On Foot	1.8%	8	6	54
Total Movements	100%	455	336	3,070

Table 17: Travel Demand by Mode Agreed for Hawke Ridge Business Park

- 5.2.7 The decision notice for 14/03118/OUT, issued in September 2014 following the signing of a Section 106 agreement, set out a range of planning conditions, including Condition 5 limiting B1a & b content to 12,000m² and the overall floorspace to 45,520m², reflecting the development considered in the Transport Assessment, ‘... to ensure that traffic associated with the development can be satisfactorily accommodated on the road network’.
- 5.2.8 Condition 7 required that no development should be commenced until the site access roundabout approved on the B3097 Hawkeridge Road has been constructed. Condition 8 required that to be the sole access for motor vehicles.
- 5.2.9 Other conditions related to a Construction Traffic Management Plan, individual Transport Assessments and parking provision details etc all to be approved before construction of any buildings.
- 5.2.10 The Section 106 agreement related to highway works including the site access roundabout on the B3097, commuted maintenance charges, traffic management contingency during the construction of the roundabout, a contribution to signposting/wayfinding and minor off-site carriageway remarking works.
- 5.3 Baseline Traffic & Committed Development
- 5.3.1 Recent planning application PL/2026/03375 on behalf of Gladman Developments proposing 165 dwellings off Storridge Road, west of the application site, is supported by a Transport Assessment dated May 2026 includes traffic predictions for the local highway network in 2031.
- 5.3.2 Previous applications by Gladman on that site have been refused, but highway matters were agreed, including traffic predictions, so it is reasonable to use the Gladman Transport Assessment predictions as a reasonable baseline for 2031.
- 5.3.3 The Gladman predictions for 2031, based on 2026 survey data and including committed development traffic for 145 dwellings at Glenmore Farm (PL/2021/03749) and 365 dwellings West of Mane Way (PL/2025/05073) are summarised in Figures 7 & 8 in Appendix 9 (from Figures 16 & 17 in the Storridge Road TA).
- 5.4 B3097 Hawkeridge Road Traffic Survey
- 5.4.1 An Automatic Traffic Count (ATC) was commissioned on the B3097 to record traffic speeds and volumes over 7 days from 19th September 2025. The data and the location of the ATC unit, north of the Hawke Ridge Business Park roundabout, are shown in Appendix 10. The traffic volumes recorded on the average weekday are summarised in the following table.

Period	Northbound Vehicles		Southbound Vehicles		All Vehicles	
	All	Heavy	All	Heavy	All	Heavy
Weekday AM Peak Hour	672	38	576	39	1,248	77
Weekday PM Peak Hour	614	18	516	25	1,130	43
Weekday 24 Hour	6,897	365	6,450	400	13,347	765

Table 18: ATC Traffic Volume Summary on B3097 (September 2025)

- 5.4.2 The busiest period on Hawkeridge Road on the average weekday was between 07:00 and 08:00 with 1,248 movements in an hour. The busiest afternoon hour was from 16:00 to 17:00, which saw 1,130 vehicle movements. HGVs made up 6% of the daily traffic flow.
- 5.4.3 The ATC survey recorded average speeds of 39.3mph southbound and 39.5mph northbound, with 85th percentile speeds of 45mph in both directions, within the 50mph speed limit on that section of the B3097.

5.5 Personal Injury Collisions

- 5.5.1 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.
- 5.5.2 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.
- 5.5.3 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.
- 5.5.4 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.
- 5.5.5 The 3-year period from 2022-2024 has been considered and is summarised by road user category.

Collisions Involving Motor Vehicle Only

- 5.5.6 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.

Collisions Involving Pedestrians

- 5.5.7 The main routes to amenities identified in the plan in Appendix 2 have been searched for PICs involving pedestrians occurring in the last 3 years.
- 5.5.8 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.
- 5.5.9 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.

Collisions Involving Cyclists

- 5.5.10 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.
- 5.5.11 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.

Summary of Collisions

- 5.5.12 There is no evidence of any clusters of collisions that suggest inherent problems in the local highway network.

6 Proposed Development

6.1 Overview

- 6.1.1 The development is described along with the Parking Strategy for cars, bicycles and electric vehicle charging.
- 6.1.2 Arrangements for pedestrian, cycle, vehicular and bus access are described.
- 6.1.3 Travel demand is set out for all aspects and the distribution of vehicular traffic considered. Changes relative to inbound commuting traffic for 14/03118/OUT are quantified to establish any reasonable requirement to model traffic impact.
- 6.1.4 The change in demand from pedestrians, cyclists and public transport users is considered in the context of the existing and proposed infrastructure from committed development, with recommendations for further improvements and mitigation.
- 6.1.5 A Travel Plan is provided, setting objectives, a target and measures to achieve it, a monitoring regime and safeguarding.

6.2 Development Description

- 6.2.1 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)
- 6.2.2 The residential units will be split between the northern and southern parts of the site, while the retail aspect and care home will be on the western side of the northern plot.
- 6.3 Access for Main Transport Modes
 - 6.3.1 The primary access to the development will be via the HRBP roundabout on the B3097 Hawkeridge Road, which will serve motor vehicles, cyclists and pedestrians.
 - 6.3.2 The eastern arm of the roundabout serving the HRBP and Mill Lane will be modified, the width of the internal spurs being reduced to tie in with the residential-scale internal roads. The proposed arrangement is shown in the plan in Appendix 11.
 - 6.3.3 The site will also have connections to the existing Public Right of Way network described in section 4.4, available for recreational use. The PRoW network has not been considered in appraisal of access to amenities in this report, as it cannot be considered as suitable for year-round all-weather use.
 - 6.3.4 Internal footways throughout the development will link to the existing HRBP access road. The junction of the existing access spurs will be narrowed substantially and a plateau installed to assist pedestrians crossing the internal access.
 - 6.3.5 The existing footway around the southeastern side of the HRBP roundabout will be widened to a 3m shared footway cycleway, connecting to a new Toucan signal-controlled crossing to assist pedestrians and cyclists across the B3097 south of the HRBP roundabout.
 - 6.3.6 A Traffic Regulation Order application would be made to reduce the existing 50mph speed limit on the B3097 to 40mph. The speed survey summarised in section 5.4 recorded 85th percentile speeds of 45mph in both directions at a point well to the north of the roundabout, so with clear signage and minor traffic management interventions it should be possible to achieve compliance with a 40mph limit.

- 6.3.7 The extent of the proposed 40mph speed limit and the reasoning behind it are explained in section 6.9 of this report, which considers in detail pre-application comments from the LHA that requested a review of the speed limit.
- 6.3.8 The Toucan crossing would land at a 3m footway/cycleway to be delivered by the Glenmore Farm housing scheme permitted on appeal of application PL/2021/03749 (see section 3.4 for details) as an active travel link for pedestrians and cyclists between The Ham and the HRBP roundabout.
- 6.3.9 The route into Westbury would continue south through the Glenmore Farm scheme to The Ham, at which point pedestrians have a choice of two routes, described in detail in section 4.3 and in the appraisal of access to amenities in various sections in Chapter 4.
- 6.3.10 Pedestrians may head southwest along The Ham towards Brook Lane and Station Road, or head southeast onto the quiet section of Hawkeridge Road that runs over a railway bridge and through a bus gate to Slag Lane and Frogmore Road.
- 6.3.11 It might be expected, reasonably, that the Glenmore Farm development would deliver a safe means of crossing the B3097 to allow their active travel link to connect to the popular pedestrian/cyclist route along Hawkeridge Road, and it may be that a reserved matters application for Glenmore Farm will bring forward that connection.
- 6.3.12 The land required to deliver a crossing to Hawkeridge Road is adopted highway, confirmed by a search included in Appendix 3.
- 6.3.13 An existing double-height kerb on the Glenmore Farm side of the B3097 would need to be remodelled to provide a dropped kerb crossing to the adopted verge opposite, with footway/cycleway constructed on the corner and extending alongside the initial section of Hawkeridge Road.
- 6.3.14 The type of scheme that might be considered is illustrated in the plan in Appendix 12. In the event that similar works are not secured through reserved matters on Glenmore Farm, the applicant would be prepared to consider a contribution to deliver the works as part of a wider package of accessibility measures under a Section 106 agreement.
- 6.3.15 Turning movements by service and emergency vehicles for the commercial aspects of the development are included in Appendix 13. Plots for the residential roads are supplied separately by the engineers dealing with that aspect.
- 6.3.16 Servicing at the care home will be to its southern end, but emergency access to the main entrance will be enabled with a suitable turning area, able to accommodate a fire tender or ambulance. The retail units and drive-through unit would be serviced from within the car park, out of hours.

6.4 Parking Strategy

Car Parking Standards (Maximum)

- 6.4.1 Parking provision has been based around adopted standards set out in the Local Transport Plan 3 (LTP3) Parking Strategy (March 2015), which sets maximum standards as follows for the uses proposed.

Dwelling with 1-Bed:	1 car space (minimum)
Dwelling with 2 or 3-Beds:	2 car spaces (minimum)
Dwelling with 4+ Beds:	3 car spaces (minimum)
Residential Visitor Parking:	0.2 car spaces per dwelling
Food Retail:	1 car space per 35m ² (<1,000m ²)
Non-Food Retail:	1 car space per 35m ² (<1,000m ²)
Nursing Homes:	1 car space per 4 Beds + 1 per 3 Visitors

- 6.4.2 While LTP3 has been superseded, LTP4 does not include any revised parking standards, so in the interim, the development will be planned to the most recent adopted standards.

Bicycle Parking Standards (Minimum)

- 6.4.3 Minimum parking standards for bicycles appended to the Wiltshire Cycling Strategy (LTP3) are as follows:

Dwelling Houses & Flats:	1 covered space per bedroom for up to 3 beds 3 covered spaces per 4-bed unit 4 covered spaces per 5-bed unit 1 visitor space per 20 bedrooms
Retail & Food Takeaways:	1 space per 12 employees + 1 visitor space per 20 car spaces
Care Homes:	1 space per 12 employees + 1 visitor space per 20 beds

Residential Parking Provision

- 6.4.4 Parking provision for the residential units is allocated by plot in the scheme plan submitted with the application, which shows the car parking standards are met in full. Many plots have garages in addition to allocated driveway spaces that meet the standard in their own right.
- 6.4.5 Parking for visitors is spread around the scheme, with 53 spaces in total, slightly exceeding the 50-space requirement for 249 units.
- 6.4.6 All dwellings will be provided with electric vehicle charging point and cycle parking will be provided to the Cycling Strategy standards, either in garages, in sheds accessible without taking bicycles through the house, or in communal stores for flats.

Care Home Parking Provision

- 6.4.7 The visitor aspect of Wiltshire's maximum car parking standard for care homes open to interpretation, without firm guidance on visitor demand.
- 6.4.8 If the visitor rate for residential development is applied, 0.2 spaces per dwelling/bed, a maximum provision of 29 spaces results, which is a reasonable starting point, but a demand-based exercise has also been undertaken.
- 6.4.9 The following table summarises peak parking at care home sites in the TRICS (Trip Rate Information Computer System) database of transport surveys, based on sites with 30-100 residents (broadly +/-50% around the 64 beds to avoid bias from small or large facilities) and excluding town centre, edge of town centre and suburban locations.

Site Ref	Town/City	Residents	Peak Parking Accumulation	Peak Parking Pro-Rata to 64 Residents
FA-05-F-01	Falkirk	56	6	7
BP-05-F-01	Blackpool	31	4	8
CV-05-F-01	Cavan	81	16	13
MS-05-F-01	Nr Saint Helens	50	10	13
BN-05-F-01	Finchley	40	8	13
EN-05-F-02	Enfield	60	12	13
EN-05-F-01	Enfield	33	8	16
WM-05-F-01	Birmingham	65	16	16
NY-05-F-04	Boroughbridge	76	21	18

Site Ref	Town/City	Residents	Peak Parking Accumulation	Peak Parking Pro-Rata to 64 Residents
NN-05-F-01	Kettering	60	20	21
NY-05-F-05	Richmond	37	13	22
GM-05-F-03	Rochdale	30	11	23
CR-05-F-01	Near Cork	45	19	27
LN-05-F-02	Louth	86	37	28
CS-05-F-01	Sligo	99	47	30
DO-05-F-01	Downpatrick	65	31	31
AR-05-F-01	Portadown	38	21	35
SP-05-F-01	Southampton	42	24	37
Average:				21

Table 19: Peak Parking Accumulations at UK Care Homes (TRICS)

- 6.4.10 The final column of the table adjusts the peak parking accumulation recorded at each TRICS site pro-rata to the 64 beds proposed.
- 6.4.11 The average peak parking demand derived from surveys at 18 care home sites is 21 spaces. The scheme proposes 27 spaces, including 3 for blue badge holders, which is likely to be adequate to meet the demand while retaining some flexibility to accommodate peaks without overspill onto surrounding roads.
- 6.4.12 The bicycle parking standards are based on staff and visitor numbers, both of which vary with residents' needs and also the time of day. Staff demand can be estimated from TRICS by examining the same sites used to derive the parking demand. The following table shows the full and part time staff at each site, with the full-time equivalent.

Site Ref	Town/City	Full Time Staff	Part Time Staff	FTE Staff	Staff Pro-Rata to 64 Residents
FA-05-F-01	Falkirk	20	10	25	29
BP-05-F-01	Blackpool	2	7	5.5	11
CV-05-F-01	Cavan	20	36	38	30
MS-05-F-01	Nr Saint Helens	32	17	40.5	52
BN-05-F-01	Finchley	38	3	39.5	63
EN-05-F-02	Enfield	40	58	69	74
EN-05-F-01	Enfield	25	31	40.5	79
WM-05-F-01	Birmingham	48	5	50.5	50
NY-05-F-04	Boroughbridge	37	1	37.5	32
NN-05-F-01	Kettering	39	10	44	47
NY-05-F-05	Richmond	40	4	42	73
GM-05-F-03	Rochdale	28	0	28	60
CR-05-F-01	Near Cork	12	16	20	28
LN-05-F-02	Louth	24	8	28	21
CS-05-F-01	Sligo	19	29	33.5	22
DO-05-F-01	Downpatrick	55	50	80	79
AR-05-F-01	Portadown	16	11	21.5	36
SP-05-F-01	Southampton	58	15	65.5	100
Average:					49

Table 20: Peak Staff at UK Care Homes (TRICS)

- 6.4.13 The average level of FTE staff across 18 care home site, pro-rata on 64 residents, is 49 staff, requiring 4 cycle parking spaces at the 1 per 12 staff standard. Peak visitor numbers on site are not known, so a generous cycle parking provision of 10 spaces is proposed through 5 covered Sheffield stands.

Retail Parking Provision

- 6.4.14 Wiltshire's Car Parking Strategy specifies 1 car space per 35m² for retail (food or non-food) for units under 1,000m², equivalent to 21 car spaces for 720m² of retail.
- 6.4.15 Fast-food drive through standards are based on the floor area accessible by the public, which is not known for this speculative element, so a TRICS-based exercise has been undertaken to establish typical demand.
- 6.4.16 The following Table summarises TRICS sites in the Drive-Through Coffee Shop category (excluding town centre, edge of town centre and suburban sites), listing GFA, parking provision and peak parking accumulation, factored pro-rata on GFA relative to the proposed 242m² in the final column.

Site Ref	Town/City	GFA (m ²)	Parking Provision	Peak Parking	Parking Pro-Rata to 242m ²
SM-06-J-01	Near Bridgwater	225	7	12	13
BE-06-J-01	Belvedere	256	14	31	29
DB-06-J-01	Rhyl	185	9	17	22
BO-06-J-01	Bedford	213	19	19	22
PK-06-J-01	Perth	219	14	13	14
NM-06-J-01	Northampton	140	22	15	26
GS-06-J-01	Gloucester	210	24	10	12
CU-06-J-01	Carlisle	210	26	15	17
SF-06-J-01	Stowmarket	200	31	26	31
CA-06-J-01	Near Cambourne	230	17	15	16
WK-06-J-01	Near Warwick	420	31	40	23
CU-06-J-03	Carlisle	225	26	11	12
MS-06-J-02	Liverpool	245	29	10	10
NW-06-J-01	Near Newport	225	36	17	18
HE-06-J-01	Ross-On-Wye	305	26	10	8
HC-06-J-02	Near Basingstoke	215	36	9	10
SR-06-J-01	Near Glasgow	127	34	12	23
DH-06-J-01	Peterlee	200	26	7	8
Average:					17

Table 21: Peak Parking Accumulation at Drive-Through Coffee Shops (TRICS)

- 6.4.17 Based on peak parking accumulations across 18 coffee shop sites, the 242m² unit is likely to attract up to 17 parked cars.
- 6.4.18 The plan of the commercial area shows 44 car parking spaces shared between the retail units and the drive-through, including 6 marked for blue badge holders, adequate to meet the 21-space standard for the retail units and the 17-space demand estimated for the drive-through.
- 6.4.19 Bicycle parking standards for the retail and fast food aspects from the Wiltshire Cycling Strategy in LTP3 are 1 space per 12 employees plus 1 visitor space per 20 car spaces.

6.4.20 Guidance from the Homes & Communities Agency suggests an employment density of 1 employee per 17.5m² average for former A1/A3 uses, so 962m² total could be expected to employ 55 staff, requiring 5 bicycle parking spaces. Visitor parking at 1 space per 20 car spaces equates to 3 bicycle spaces, so a total provision of 8 spaces is appropriate.

6.4.21 The scheme plan shows 6 Sheffield-type stands providing 12 bicycle parking spaces, 8 on the frontage of the retail units and 4 at the drive-through.

6.5 Predicted Travel Demand

6.5.1 Travel demand for each aspect of the development has been researched using version 8.25.11 of the TRICS (Trip Rate Information Computer System) database of transport surveys, the industry standard methodology for predicting development trips.

Housing Travel Demand

6.5.2 The Houses Privately Owned category of the TRICS database has been searched for sites with weekday Multi-Modal surveys in Edge of Town locations where car ownership exceeds 1 per household (the average across Westbury is 1.5). The search returned results from 118 sites and the output is included Appendix 14.

6.5.3 The following table summarises peak hour and total daily trips by mode for 249 dwellings.

Period	Vehicles			Pedestrians	Public Transport Users	Cyclists
	Arrive	Depart	Total			
Highway AM Peak	39	101	140	37	7	4
Highway PM Peak	92	44	136	23	5	4
Daily	590	599	1,189	239	47	29

Table 22: Residential Trips by Mode

6.5.4 The trip rates researched independently using the TRICS database have been compared against predictions accepted by the LHA for the Glenmore Farm development for planning application PL/2021/03749, produced using version 7.7.3 of TRICS.

6.5.5 The Transport Assessment for that permitted development did not attempt to quantify the demand to be accommodated from pedestrians, cyclists or public transport users, only considering vehicular travel. The following table compares those rates per dwelling against the TRICS exercise above.

Period	Glenmore Farm Rate			HRBP Residential Rate		
	Arrive	Depart	Total	Arrive	Depart	Total
Highway AM Peak	0.133	0.371	0.504	0.158	0.406	0.564
Highway PM Peak	0.317	0.177	0.494	0.370	0.178	0.548
Daily	2.321	2.423	4.744	2.369	2.407	4.776

Table 23: Residential Trip Rate Comparison

6.5.6 The trip rates from the above TRICS exercise are 12% higher than the Glenmore Farm rates in the AM peak and 11% higher in the PM peak predicted trip rates, while the daily rates are almost the same. The rates derived in this report are therefore considered a reasonable worst case.

6.5.7 The predicted traffic has been distributed on the local highway network in accordance with the outbound commuting patterns established from local Census data.

6.5.8 The Census records Origin & Destination data for outbound commuting, which can be searched to establish where residents from a defined area, the origin, travel to reach their workplace, the destination.

- 6.5.9 As the results of the 2021 Census were heavily influenced by high levels of homeworking during pandemic travel to work restrictions, data from 2011 has been used to present a more reliable picture.
- 6.5.10 Office for National Statistic table WF01BEW has been searched, via the NOMIS website, for commuting destinations (within the south west) from the Wiltshire 040 Middle Layer Super Output Area, which covers Westbury. The data output is included in Appendix 15, with a summary table. Commuting destinations that make up less than 1% of the total have been removed to simplify analysis.
- 6.5.11 Commuting to the WWTE made up around 9% of the total out commuting from Westbury, but lies within walking distance of the site, so the WWTE destination has been removed from vehicular trip analysis.
- 6.5.12 The routing of trips to individual commuting destinations from the site has been determined using Google Maps journey planning software. The distribution of commuting trips on roads serving the site, based on recorded commuting destinations, is applied to the housing development traffic in Figures 5 & 6 in Appendix 16.

Care Home Travel Demand

- 6.5.13 The Retirement & Care Community category of TRICS has been searched for Multi-Modal surveys, excluding sites in town centres. There are relatively few surveys in the category, so no further filters were applied and the search returned results from 14 sites, shown in Appendix 17.

Period	Vehicles			Pedestrians	Public Transport Users	Cyclists
	Arrive	Depart	Total			
Highway AM Peak	9	4	13	3	1	1
Highway PM Peak	5	7	12	3	1	1
Daily	104	104	208	50	20	2

Table 24: Care Home Trips by Mode

- 6.5.14 The predicted peak hour traffic has been distributed on the local highway network in accordance with the inbound commuting patterns established from local Census data in section 5.2 of this report, with results as illustrated in Figures 7 & 8 in Appendix 16.

Roadside Services Travel Demand

- 6.5.15 The composition of the roadside services development is as follows:
- A Convenience Store (324m² GIA)
 - Flexible Retail Units (108m², 144m² & 144m² GIA)
 - A Drive-Through Retail Unit (242m² GIA)
- 6.5.16 Trip predictions for the convenience store and small retail units have been drawn from the Local Shops category of TRICS, where sites commonly feature small convenience stores and hot food takeaways.
- 6.5.17 Excluding town centre and edge of town centre sites the search returned surveys at 16 sites, shown in Appendix 18. The trip predictions for the combined total of 720m² of retail space are as follows.

Period	Vehicles			Pedestrians	Public Transport Users	Cyclists
	Arrive	Depart	Total			
Highway AM Peak	43	38	81	101	3	3
Highway PM Peak	39	43	82	70	5	4
Daily	606	609	1,214	1,142	58	49

Table 25: Convenience Store & Small Shops Trips by Mode

6.5.18 Finally, the Fast Food Drive-Through category was searched for weekday Multi-Modal surveys in locations excluding town centres and edge of town centres, returning surveys from 9 sites (see Appendix 19), with trips as follows for 242m².

Period	Vehicles			Pedestrians	Public Transport Users	Cyclists
	Arrive	Depart	Total			
Highway AM Peak	25	24	49	3	2	1
Highway PM Peak	39	39	78	7	1	1
Daily	471	467	938	97	26	9

Table 26: Fast Food Drive-Through Trips by Mode

6.5.19 Weekday peak hour retail trade is likely to be drawn entirely from passing traffic in the highway network peak hours, as was accepted for planning permission 16/12236/FUL for roadside uses on the site.

6.5.20 On that basis, the retail and fast food trips are illustrated in Figures 9 & 10 in Appendix 16, with all movements diverted from existing turning movements at the Hawke Ridge Business Park roundabout.

6.5.21 Figures 11 & 12 in Appendix 16 show all the proposed development trips combined, summing the housing, care home and roadside services trips.

6.6 Vehicular Transport Implications

6.6.1 The traffic diagrams in this report allow direct comparison of the traffic associated with the employment uses permitted on the application site under 14/03118/OUT and the housing, care home and roadside services development now proposed.

6.6.2 Figures 13 & 14 in Appendix 16 show the permitted employment development traffic from Figures 1 & 2 subtracted from the total proposed development traffic in Figures 11 & 12. Changes at key junctions in the weekday AM peak hour are summarised below.

Junction	Permitted Employment Development	Proposed Mixed-Use Development	Change	
A363 White Horse Business Park Roundabout	134	48	-86	-64%
A350 / A363 Yarnbrook Roundabout	53	27	-26	-49%
B3097 Hawke Ridge Business Park Roundabout	423	216	-207	-49%
B3097 Brook Lane Roundabout	236	73	-163	-69%
B3097 Oldfield Road Roundabout	236	68	-168	-71%
B3097 Eden Vale Road Roundabouts	118	54	-64	-54%
A350/B3097 West End Roundabout	58	35	-23	-40%
A350/B3098 Bratton Road Roundabout	24	18	-7	-27%

Table 27: Changes in Traffic Relative to Permitted Employment (Weekday AM Peak)

- 6.6.1 Traffic at all key junctions on the local highway network is predicted to decrease as a result of the change in development type on the Hawke Ridge Business Park site.
- 6.6.2 Changes at key junctions in the weekday PM peak hour are summarised in the following table.

Junction	Permitted Employment Development	Proposed Mixed-Use Development	Change	
A363 White Horse Business Park Roundabout	93	47	-47	-50%
A350 / A363 Yarnbrook Roundabout	37	26	-10	-28%
B3097 Hawke Ridge Business Park Roundabout	294	231	-63	-21%
B3097 Brook Lane Roundabout	164	71	-93	-57%
B3097 Oldfield Road Roundabout	164	66	-98	-60%
B3097 Eden Vale Road Roundabouts	82	53	-29	-36%
A350/B3097 West End Roundabout	40	34	-7	-16%
A350/B3098 Bratton Road Roundabout	17	17	0	0%

Table 28: Changes in Traffic Relative to Permitted Employment (Weekday PM Peak)

- 6.6.3 As with the AM peak, there are substantial reductions in traffic predicted from the change in development type on the application site.
- 6.6.4 Notwithstanding the fact that traffic at the site access roundabout onto the B3097 would decrease as a result of the changes in use on the application site, the pattern of turning movements will change, so the operation of the junction has been modelled using Junctions 11 software from the Transport Research Laboratory.
- 6.6.5 Baseline 2031 traffic flows for assessment purposes are shown in Figures 3 & 4 in Appendix 16. Traffic flows with the proposed development in 2031 are shown in Figures 15 & 16 in Appendix 9, adding the development traffic from Figures 11 & 12 in Appendix 16 to the 2031 baseline traffic from Figures 3 & 4.
- 6.6.6 The Junctions 11 model uses the same parameters as the model for the approved application 14/03118/OUT, amended to match the proposed changes to the approach from the site. The model output is included in Appendix 20, with the output summarised as follows.

Approach	AM Peak Hour			PM Peak Hour		
	Queue (PCU)	Delay (min)	RFC	Queue (PCU)	Delay (min)	RFC
B3097 (North)	1.2	0.09	0.54	0.9	0.08	0.48
Mill Lane (HRBP)	0.3	0.09	0.22	0.2	0.08	0.17
B3097 (South)	1.8	0.15	0.63	0.5	0.07	0.32
Link Road (WWTE)	0.5	0.14	0.34	1.6	0.19	0.61

Table 29: Hawke Ridge Business Park Roundabout Model – 2031 with Development

- 6.6.7 The Junctions 11 model shows the Hawke Ridge Business Park roundabout operating with a large reserve of capacity under the development scenario in 2031.
- 6.7 Sustainable Transport Implications
- 6.7.1 The travel demand by non-car modes derived in section 6.5 is summarised in the following table for the busiest hour and 12-hour daily demand.

Use	Period	Pedestrians	Public Transport Users	Cyclists
Residential	Peak Hour	37	7	4
	Daily	239	47	29
Care Home	Peak Hour	3	1	1
	Daily	50	20	2
Retail	Peak Hour	104	7	4
	Daily	1,311	84	58
Total Development	Peak Hour	144	15	9
	Daily	1,600	151	89

Table 30: Non-Car Travel Demand Summary

- 6.7.2 The pedestrian trips for the retail element are likely to be a significant over estimate as the walk-in catchment will comprise the proposed development, the WWTE, development at Glenmore Farm and parts of The Ham, with a substantially smaller population than present around the TRICS sites from which the trips were derived.
- 6.7.3 There is also double counting in the pedestrian trips, as a large proportion on pedestrian trips at the retail units will be drawn from the residential development.
- 6.7.4 Therefore while the pedestrian predictions are considered an extreme worst case, it is evident that the retail units will draw journeys on foot from within the development, from people working at the WWTE, from Hawkeridge village and from parts of The Ham that would be closer to the new retail facility than the existing Ham Stores.
- 6.7.5 Demand for crossing by pedestrians at the internal junction where the roads serving the northern and southern parts of the site meet will be accommodated with a raised plateau, reducing vehicle speeds and highlighting the presence of pedestrians.
- 6.7.6 Pedestrian crossing demand over the B3097 will be accommodated by a signal-controlled crossing, shared with cyclists, with traffic speeds on the approaches reduced through the introduction of a 40mph speed limit.
- 6.7.7 South of the crossing, pedestrians and cyclists would continue south on the western side of the B3097 on a 3m footway/cycleway to be delivered by the Glenmore Farm development, then through that development to The Ham.
- 6.7.8 A further crossing point between the Glenmore Farm scheme and Hawkeridge Road may be delivered by contribution, if it is not secured in a reserved matters application for the Glenmore Farm scheme (see section 6.3).
- 6.7.9 PRoWs within the site will be improved with treatments to be agreed with the LHA, but the use of hoggin surfaces would help to improve all-weather use, particularly on the route from Hawkeridge village to the proposed retail offer.
- 6.7.10 Existing bus services on the B3097 would incur delays if diverted into the site, so on balance the preferred arrangement is to keep them on the B3097 and upgrade the existing bus stops for use by the development, with new shelters, seating and real time passenger information. The footway link to the northern stop would also be upgraded.
- 6.7.11 The route to the railway station would be improved for cyclists and pedestrians by the provision of the controlled crossing over the B3097 connecting to the Glenmore Farm active travel route, and a contribution to off-site works to continue the active travel route south from Glenmore Farm along Hawkeridge Road to Frogmore Road and Slag Lane.

6.8 Mitigation of Transport Impacts

6.8.1 With a reduction in traffic arising from the proposed change of permitted use at the HRBP, mitigation will be targeted at improving non-car access links to make sustainable travel choices as appealing as possible.

6.8.2 A package of contributions secured by Section 106 agreement and physical measures to be delivered by the developer under Section 278 agreement will be negotiated with the Local Highway Authority as priorities for improvement emerge from their consideration of the proposals, but initial proposals include:

- A Full Travel Plan to promote sustainable travel choices and reduce car use.
- Modification to internal access roads already adopted to reduce widths to a residential scale and incorporate pedestrian crossing points.
- A signal-controlled crossing link to the active travel connection to The Ham via the Glenmore Farm development.
- Reduced speed limit on the B3097 through the roundabout to The Ham.
- Active travel connection over the B3097 from Glenmore Farm to the active travel route on Hawkeridge Road.
- Enhanced bus stops at the HRBP roundabout, with upgraded shelters providing real-time passenger information.
- Improved footpath surfaces within the site.

6.8.3 The residential and commercial aspects will have separate travel plans. A draft Residential Travel Plan is included in Appendix 21.

6.8.4 The Residential Travel Plan sets out a reasonable target based on existing commuting patterns, which will be revised on the first Travel Survey. A range of measures is set out to achieve the target, with a monitoring regime to report on progress.

6.8.5 Travel demand at the commercial aspects will be relatively modest and for the retail elements, mostly drawn from passing traffic that is unlikely to be influenced by travel planning, so basic Travel Plan Statements are proposed for those aspects, focussed on staff travel, and templates to be expanded as operators come forward are included in Appendix 22.

6.9 Pre-Application Consultation Comments

6.9.1 This report has been informed by a pre-application consultation with Wiltshire Council (ENQ 2024 01667), which received comments from the Sustainable Transport team at Wiltshire Council dated 10th December 2025 (included in Appendix 23). Matters raised may be summarised under the following bullet points:

- Walking and cycling routes should be assessed with the Active Travel England toolkit.
- Location outside the existing settlement may be reliant on car travel.
- Certainty required on active travel routes and distances to facilities.
- An evidence-based approach to travel demand predictions will be required.
- The 50mph speed limit on the access roundabout approaches should be reviewed.
- The roundabout should be modelled with ARCADY and other junction assessments to be based on scoping, agreed trip rates and scale and mix of development.
- Construction access to be considered (existing access may suffice).

- Layout and parking to be addressed, with cycle parking accessibility, location and quality a first priority.
- A convenience shop fronting the development may encourage car-borne trips and impact placemaking and sustainable travel.
- Sustainable travel movements over a high-speed roundabout to be considered.
- A Travel Plan will need to reflect the location and include site-specific mechanisms to promote sustainable travel.
- The main highway route is unsuitable for vulnerable users.

6.9.2 The LHA also reference contributions relating to public transport, off-site pedestrian and cycle accessibility and improvements to junctions.

6.9.3 The pre-application submission was supported by a Vision Document, with no specific information on transport, for a scheme that featured light industrial use in addition to the uses now proposed. The only references to access were via the existing HRBP roundabout and Public Rights of Way, with no active travel link through Glenmore Farm.

6.9.4 The matters raised in the pre-application comments are considered below in the context of the current proposals and the information set out in this Transport Assessment. Points have been grouped together where they are related and have been addressed collectively in the Transport Assessment.

Access to Amenities and Potential for Car Reliance

6.9.5 The LHA pre-application response raised concern that active travel routes through rural environments may be unsafe through lack of lighting and overlooking. It is stated that routes should be assessed with the Active Travel England Toolkit and a clear list of amenities with actual walking and cycling distances should be provided.

6.9.6 Concern was expressed that the location outside the existing settlement would be car-reliant and, later in the response, that the main highway route is '*... unsuitable for vulnerable users and is effectively just a vehicle belt with other destinations that can only be safely travelled by vehicle to the north and south.*'

6.9.7 The LHA comments spring from the fact that the pre-application submission did not consider active travel, only mentioning access via the B3097 roundabout and connections to Public Rights of Way, with no examination of routes or distances to amenities.

6.9.8 This Transport Assessment has examined in detail routes to amenities within walking and cycling distance, defining the distances and applying key criteria outlined in the planning application assessment toolkit from Active Travel England to access to employment (section 4.8), retail (section 4.9), public transport (section 4.10), leisure (section 4.11) and education (section 4.12).

6.9.9 The Transport Assessment has demonstrated that by providing an improved connection to an active travel link to be delivered by the approved Glenmore Farm development, routes to main amenities would be improved relative to the existing route via the WWTE, with a range of everyday amenities accessible on foot and by bicycle.

6.9.10 The site is in fact well located to ensure residents need not rely on private cars for daily travel. It has an exceptional level of employment development within walking distance and schools are within walk distances specified by the local authority. Amenities across the town are within cycling distance via a network of recommended routes.

6.9.11 Bus stops at the site provide direct access to a range of amenities with short journeys to the railway station, town centre and food stores. Buses provide access to main employment and service centres with reasonable journey times.

- 6.9.12 Westbury station, within walking distance of the site or a short cycle ride, bus or car journey, provides high frequency rail services to a wide range of major commuting destinations and service centres, making rail travel an attractive option for residents, which is a significant consideration in light of emerging government guidance flagged in the December 2025 draft NPPF.

Evidence-Based Approach to Travel Demand

- 6.9.13 The LHA pre-application response notes proximity of the station and the WWTE, but states that *'...it could not be inferred simply by proximity that there would be any significant modal share for rail, or that employment within the trading estate would form any reduction in car trips.'*
- 6.9.14 The LHA recognise that over time some residents may find employment close to home, but say that commuting distances and methods are well evidenced by National Travel Surveys and Census data on travel to work.
- 6.9.15 The importance of appropriate geographical selection for trip predictions is emphasised and it is stated that trip predictions should be agreed in advance of a planning application.
- 6.9.16 IMA Transport Planning did seek to agree trip rates through a scoping report, but the LPA declined to consider it under the same pre-application consultation as it considered a different development mix to the Vision Document submitted for pre-application ENQ 2024 01667, replacing the light industrial element with 30 additional houses.
- 6.9.17 Emerging national policy outlined in December 2025's draft NPPF strongly suggests that proximity to a railway station with frequent services can be expected to influence mode share, but notwithstanding that, trip predictions in this Transport Assessment are not influenced by proximity to the station or the exceptionally large area of employment within walking distance.
- 6.9.18 The TRICS predictions for housing are drawn solely from sites in edge of town locations, directly reflecting the development.
- 6.9.19 The trip rates selected have been compared against those accepted by Wiltshire Council for the adjacent Glenmore Farm development and found to be 11 to 12% higher, providing a robust assessment (see Table 23 section 6.5 and paragraph 6.5.6).

50mph Speed Limit Review

- 6.9.20 The LHA note the B3097 and access roundabout are within a 50mph, while the industrial estate side roads have a 30mph speed limit, suggesting the circulatory speed limit and wider context should be reconsidered for residential amenity, subject to guidance on Setting Local Speed Limits.
- 6.9.21 Department for Transport guidance on Setting Local Speed Limits (March 2024) recommends that speed limits are evidence-led and self-explaining while reinforcing driver perception of a safe speed to encourage self-compliance where local needs and conditions suggest restriction below the national speed limit.
- 6.9.22 The guidance explains the underlying aim should be to achieve a 'safe' distribution of speeds taking into account the following factors:
- history of collisions
 - road geometry and engineering
 - road function
 - composition of road users (including existing and potential levels of vulnerable road users)
 - existing traffic speeds
 - road environment

- 6.9.23 The guidance notes that the factors may be weighted differently in urban and rural areas, with consideration of community and environmental outcomes. A minimum speed limit length of 600m is recommended to avoid too many changes and speed limits should not be used at isolated hazards.
- 6.9.24 The existing 50mph speed limit on the B3097 extends from the White Horse Business Park roundabout where the B3097 meets the A363 some 2.2km north of the site, through the site access roundabout and south to the 30mph limit that commences on The Ham some 600m south of the site.
- 6.9.25 The nature of the B3097 changes markedly moving south over that 2.8km length, with straight open stretches either side of a bend at Bitham Brook before forward visibility reduces at a long bend around Hawkeridge, where traffic signals control a side road due to visibility constraints, reducing vehicle speeds on the B3097.
- 6.9.26 Continuing south, the road bends again alongside the site, where traffic speeds recorded over 7 days showed average speeds of just under 40mph and an 85th percentile of 45mph (see section 5.4 and Appendix 10), before traffic slows considerably further to negotiate the HRBP roundabout.
- 6.9.27 South of the roundabout the nature of the B3097 changes again. Hedges are closer to the carriageway and forward visibility is reduced by slight bends, followed by a tight bend before the road meets the 30mph limit at The Ham.
- 6.9.28 The development approved at Glenmore Farm includes a commitment to extend the 30mph limit through that final bend.
- 6.9.29 Near the site, speeds on the HRBP access and Link Road serving the WWTE are limited to 30mph and speeds through the roundabout itself are substantially moderated by entry deflection and the radius of the circulating carriageway.
- 6.9.30 While it could be considered appropriate to extend the 30mph limits on the side arms through the roundabout and its immediate approaches, that would lead to a short section of a different speed limit south of the roundabout, as extending the 30mph limit all the way to The Ham is likely to lead to poor compliance, reducing respect for the limit overall.
- 6.9.31 It is therefore proposed that a stretch of 40mph speed limit should be introduced on the B3097, commencing at the site north of the HRBP roundabout at a point where there is adequate visibility onto terminal signs, illustrated in the plan in Appendix 24.
- 6.9.32 The 40mph limit is proposed at a point where average speeds were recorded at just under 40mph, ensuring the limit meets the guidance aims of self-compliance through reinforcing driver perception of a reasonable speed for the road.
- 6.9.33 It is suggested that due to the nature of the B3097 south of the HRBP roundabout, it would be appropriate to extend the 40mph speed limit south to the commencement of the 30mph limit. This would have the effect of maintaining lower speeds alongside the active travel route to be built south of the HRBP roundabout, without introducing too many changes in speed limit or risking poor compliance by setting a limit too low.

Junction Modelling

- 6.9.34 The pre-application comments from the LHA state that the site access roundabout should be modelled with ARCADY and other junction assessments should be based on scoping, agreed trip rates and scale and mix of development.
- 6.9.35 As explained above, the LPA declined to consider a scoping report that considered a different development mix to the Vision Document submitted to support pre-application enquiry ENQ 2024 01667.

- 6.9.36 This Transport Assessment has demonstrated that the proposed change in development relative to the employment uses permitted on the site would reduce traffic flows at all key junctions (see Table 27 & Table 28 in section 6.6), so no assessment of the operation of off-site junctions has been necessary.
- 6.9.37 The operation of the site access has however been modelled in detail, demonstrating the junction would operate with a large reserve of capacity under the development scenario in 2031 (Table 29 section 6.6).

Construction Access

- 6.9.38 The LHA pre-application comments note that construction access will need to be considered as part of the planning application, noting that the existing access arrangements may suffice.
- 6.9.39 The existing access was constructed to a standard suitable to accommodate industrial traffic and is therefore entirely appropriate for use by construction traffic, routing and timing of which will be controlled by a Construction Traffic Management Plan.

Layout & Parking

- 6.9.40 The LHA pre-application comments note that layout and parking will need to be addressed, stating that all users should not be reliant on the main access and cycle parking should be prioritised.
- 6.9.41 Concern was expressed about a convenience shop fronting the development in terms of placemaking and its potential to attract vehicular traffic and movements from the WWTE.
- 6.9.42 The primary pedestrian and cyclist desire lines south to Westbury and west to the WWTE and other employment areas will be accommodated by improvements at the site access roundabout. Internal PRoWs will be improved as appropriate, particularly the link north to Hawkeridge village so it can benefit from the retail offer proposed.
- 6.9.43 The placemaking implications of the convenience store will be for others to consider, but in terms of traffic impact it will mostly draw trade from traffic directly passing the site, thereby facilitating linked trips that could reduce distance travelled.
- 6.9.44 Other trade will come directly from the residential development, the WWTE, Hawkeridge village or areas of The Ham where provision of the convenience store would allow shopping journeys to be undertaken on foot rather than by car

Travel Plan

- 6.9.45 The LHA pre-application response states that a Travel Plan will be required and suggests significant mode shift to walking and cycling may be unlikely, so measures appropriate to the location will need to be considered.
- 6.9.46 A full Travel Plan has been provided for the residential development and Travel Plan Statements will be operated by the commercial elements. Each has measures appropriate to the context of the location.

7 Summary and Conclusions

7.1 Summary

7.1.1 This Transport on behalf of Hawke Ridge Business Park Ltd and Bellway Homes Ltd examines proposals to develop land at Hawke Ridge Business Park (HRBP) to provide 249 dwellings, a care home and Class E roadside uses and is summarised as follows:

- (i) The site lies on the B3097 east of the West Wilts Trading Estate on the northern edge of Westbury, with Trowbridge to the north.
- (ii) The site is allocated in the Core Strategy as 14.7 hectares of strategic employment with planning permission for 45,520m² of mixed employment. An access roundabout is in place but no units have been built, after extensive marketing.
- (iii) Residential development approved at Glenmore Farm will provide an active travel link from the site to The Ham. An urban extension to Trowbridge will deliver a relief road for Yarnbrook and West Ashton.
- (iv) The site has an exceptional level of employment within walking distance and the railway station and schools may be accessed on foot. The entire town is within cycling distance via a network of recommended routes.
- (v) Bus stops at the site provide direct access to amenities with short journeys to the railway station, town centre and food stores and allow commuting to main employment and service centres.
- (vi) A Transport Assessment (May 2014) for 14/03118/OUT demonstrated the site could attract up to 375 peak hour vehicle movements.
- (vii) Baseline traffic data for 2031 from development proposed at Storridge Road is based on recent survey data, incorporates key committed development.
- (viii) Collision records show no incidents near the site and few collisions on the wider network serving the site that involved pedestrians or cyclists.
- (ix) The development proposes 249 dwellings, a 64-bed care home, a convenience and small retail units plus a drive-through food or coffee shop outlet. The existing HRBP access infrastructure will modified to residential scale.
- (x) Comprehensive improvements will be made to promote active travel linkage to the town, nearby employment and the railway station, including a signal-controlled crossing, reduced speed limit and works to assist crossing The Ham.
- (xi) A Parking Strategy has been based around adopted standards specified by the LHA. All dwellings would have access to electric vehicle charging.
- (xii) Relative to the approved employment development, the proposal will reduce traffic at key junctions.
- (xiii) Modelling shows the Hawke Ridge Business Park roundabout operating with a large reserve of capacity under either development scenario in 2026.
- (xiv) A mitigation package will be developed around Travel Plans, contributions and physical works to improve active travel and bus access.

7.2 Conclusion

7.2.1 This Transport Assessment has demonstrated that the proposed development of Hawke Ridge Business Park to provide housing, a care home and roadside services would reduce vehicular travel demand relative to the permitted employment scheme, with further reductions in car use achieved through works and measures to promote active travel. With no adverse residual transport impacts in terms of capacity or highway safety and a sustainable location with access to employment, education, retail, trains and buses, the proposal is acceptable in transport terms.

Appendix 1



TRANSPORT PLANNING

MONTREUX HOUSE, 18A JAMES STREET WEST
BATH BA1 2BT
T: 01225 444 011
www.ima-tp.com

TITLE:

Hawke Ridge Business Park Strategic Highway Network

SCALE: (A3)
1:50,000

CAD FILE:
Strategic Hwy V1-1.dwg

PROJECT No:
IMA-25-111

CHECKED:

DESIGN/DRAWN:
PMG

DRAWING No:

015

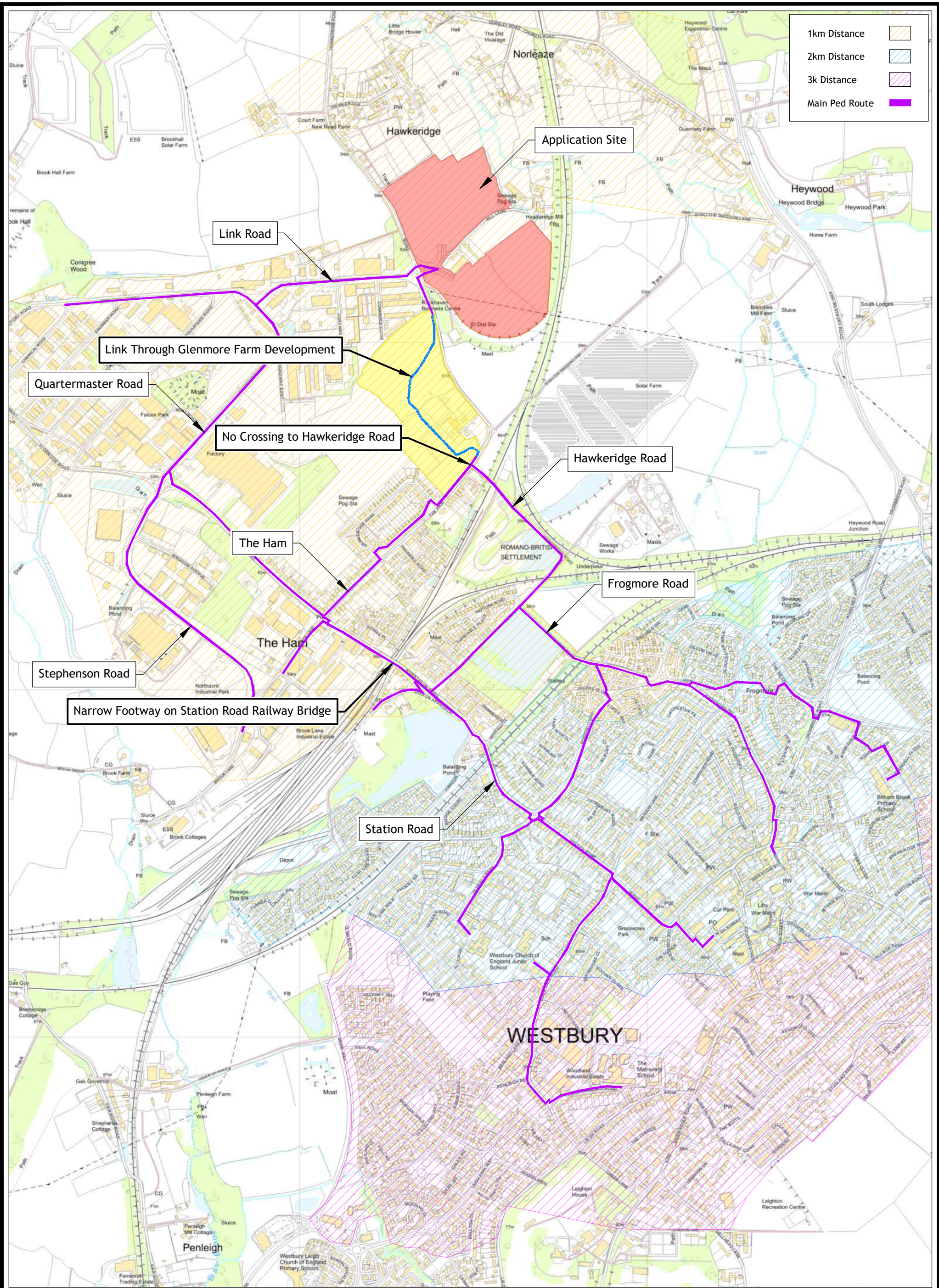
APPROVED:

DATE:
Jun 2026

REV:

-

Appendix 2



I

M

A

TRANSPORT PLANNING

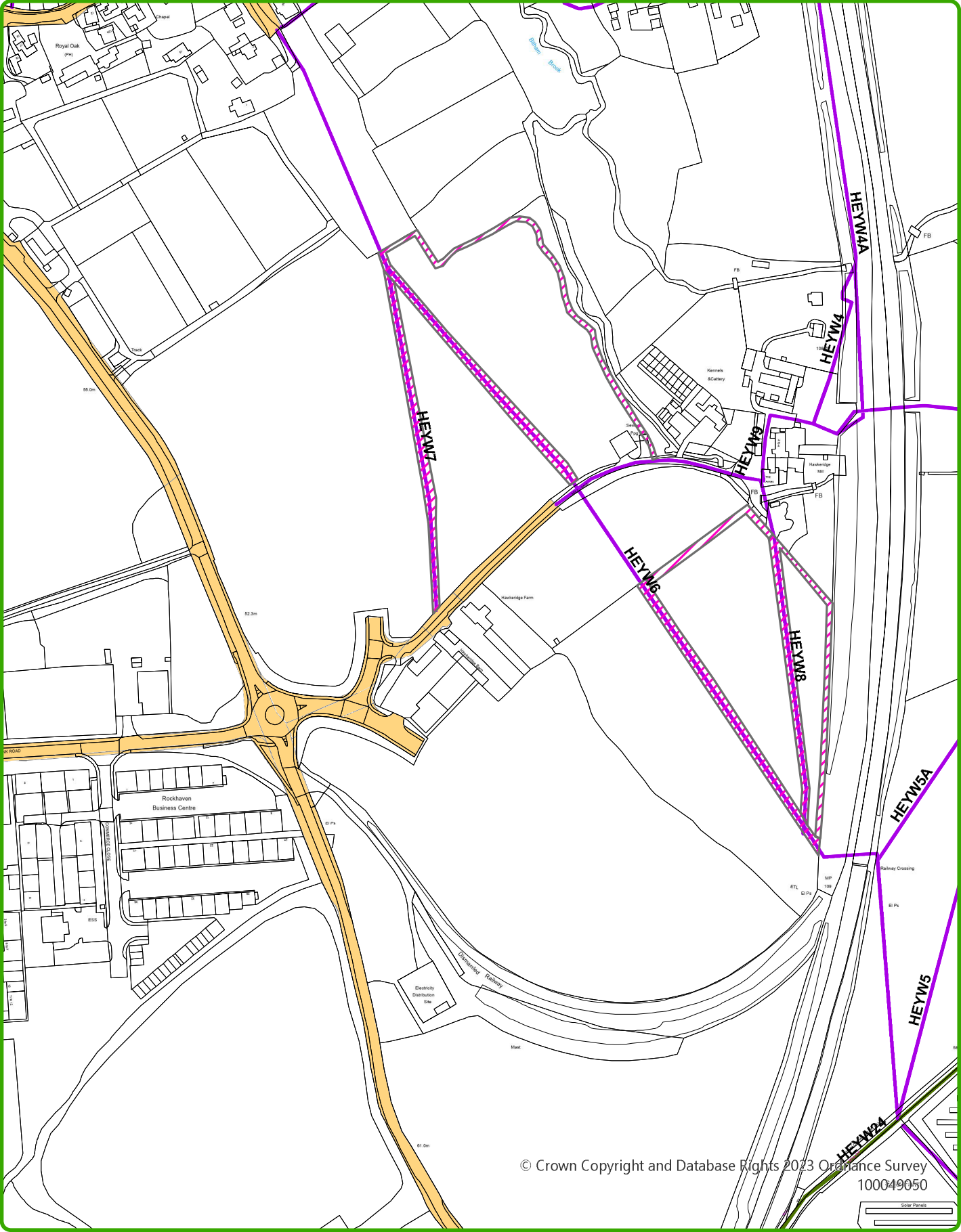
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BATH BA1 2BT
T: 01225 444 011
www.ima-tp.com

TITLE:

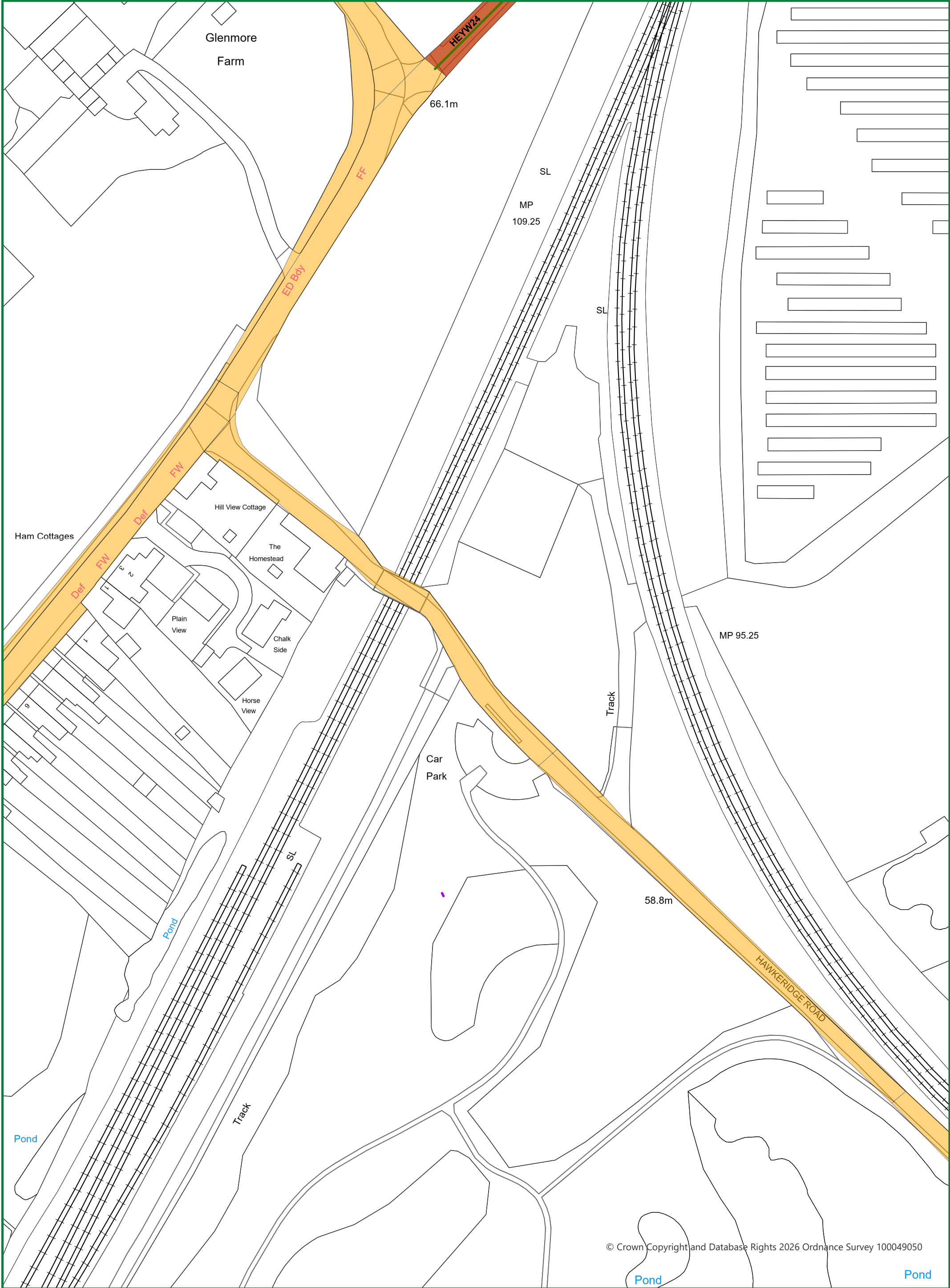
Hawke Ridge Business Park
Site Location, Travel Distances
& Main Pedestrian Links

SCALE: (A3) 1:10,000	CHECKED:	APPROVED:
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PROJECT No: IMA-25-111	DRAWING No: 001	REV: A

Appendix 3

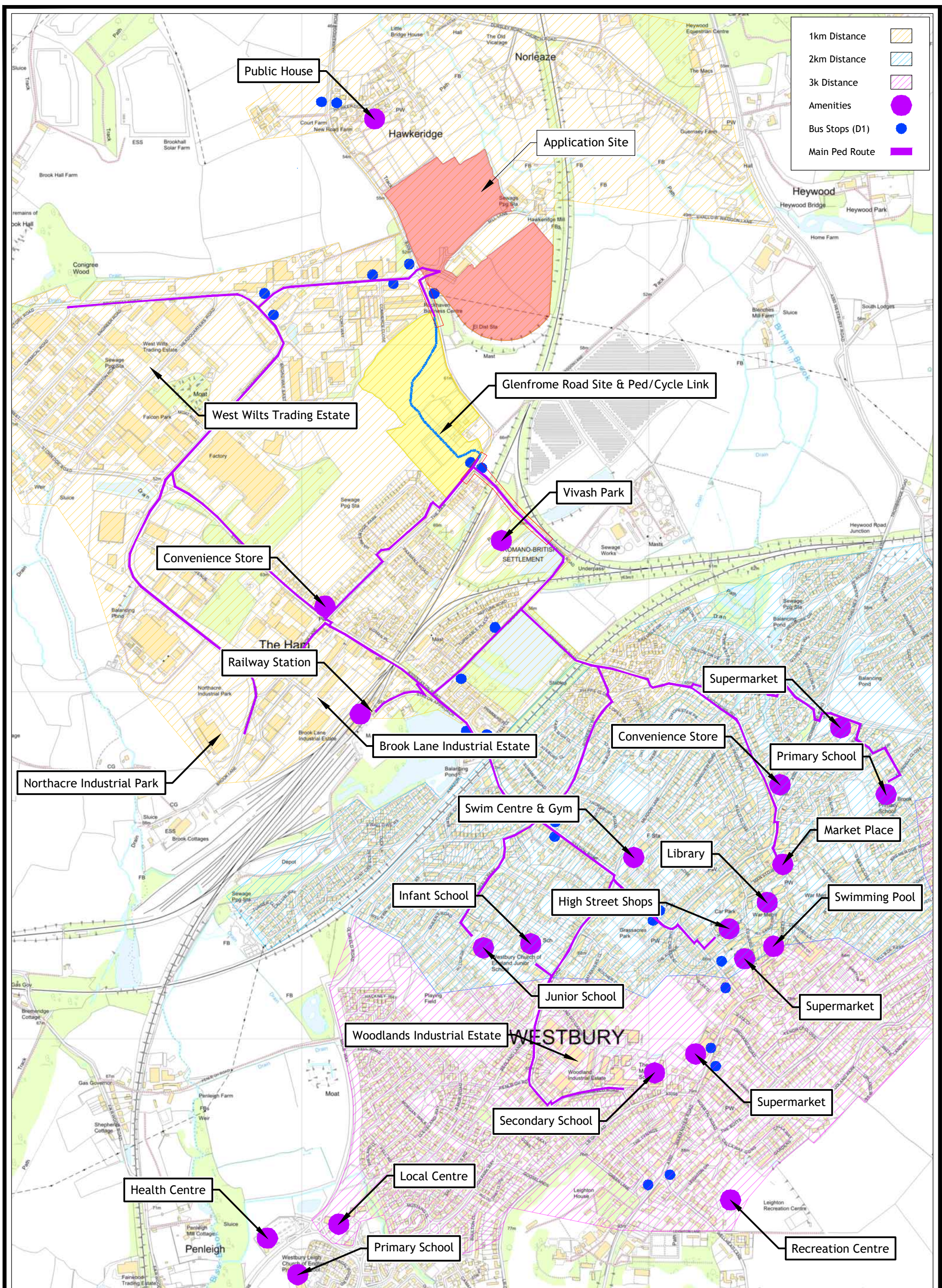


Please Note
The highway extent shown on this plan has been prepared for the property named above.
The extent shown cannot be relied upon for any highways that do not abut or serve the property.



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Appendix 4



TRANSPORT PLANNING

MONTREUX HOUSE, 18A JAMES STREET WEST
BATH BA1 2BT
T: 01225 444 011
www.ima-tp.com

TITLE:

Hawke Ridge Business Park Site Location & Local Amenities

SCALE: (A3)
1:10,000

CAD FILE:
Location V2-1.dwg

PROJECT No:
IMA-25-111

CHECKED:

DESIGN/DRAWN:
PMG

DRAWING No:

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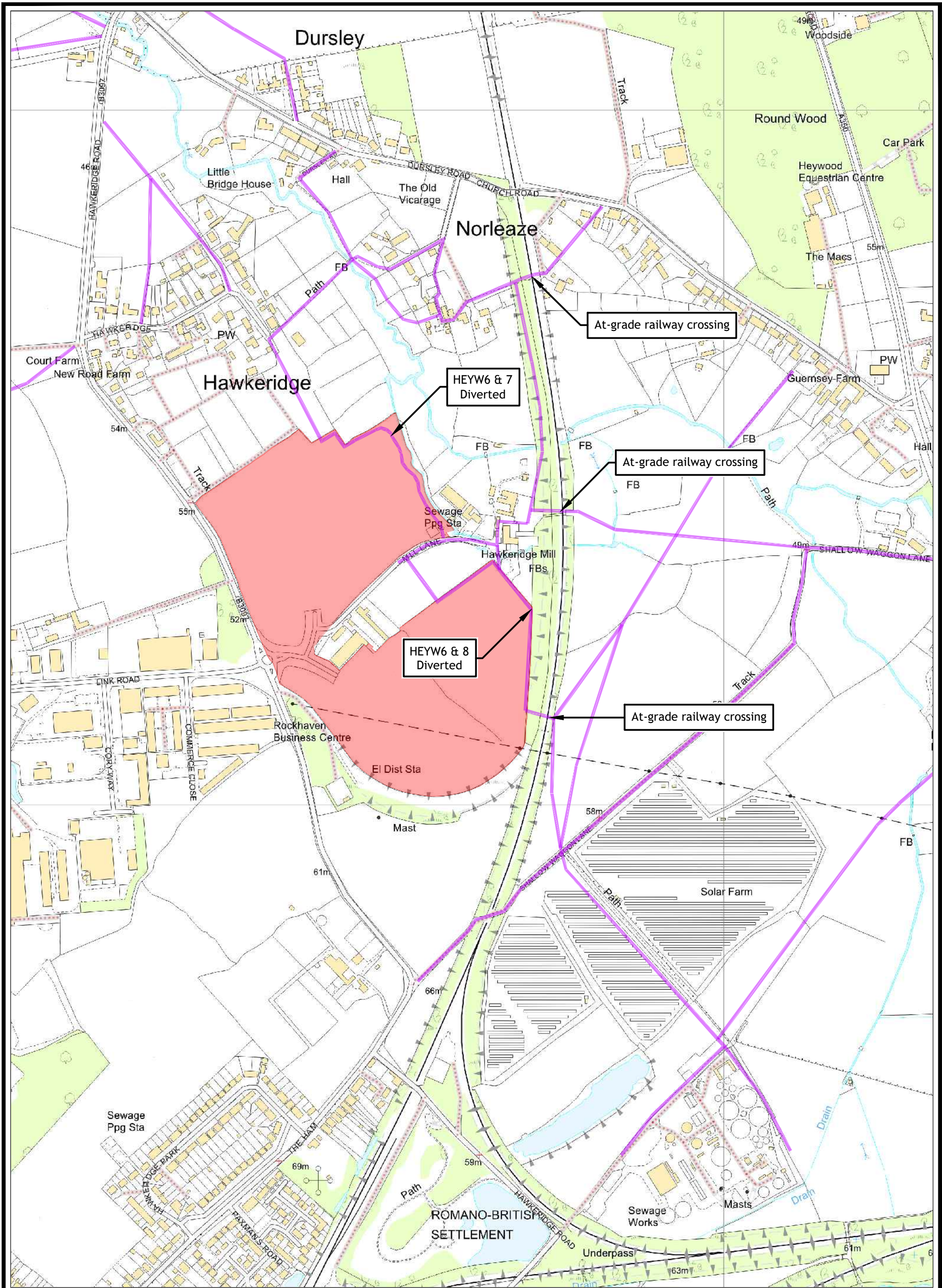
APPROVED:

DATE:
Nov 2025

REV:

A

Appendix 5



TRANSPORT PLANNING

MONTREUX HOUSE, 18A JAMES STREET WEST
BATH BA1 2BT
T: 01225 444 011
www.ima-tp.com

TITLE:

Hawke Ridge Business Park Illustrative Lines of Public Rights of Way

SCALE: (A3)
1:5,000

CAD FILE:
Location V2-1.dwg

PROJECT No:
IMA-25-111

CHECKED:

DESIGN/DRAWN:
PMG

DRAWING No:

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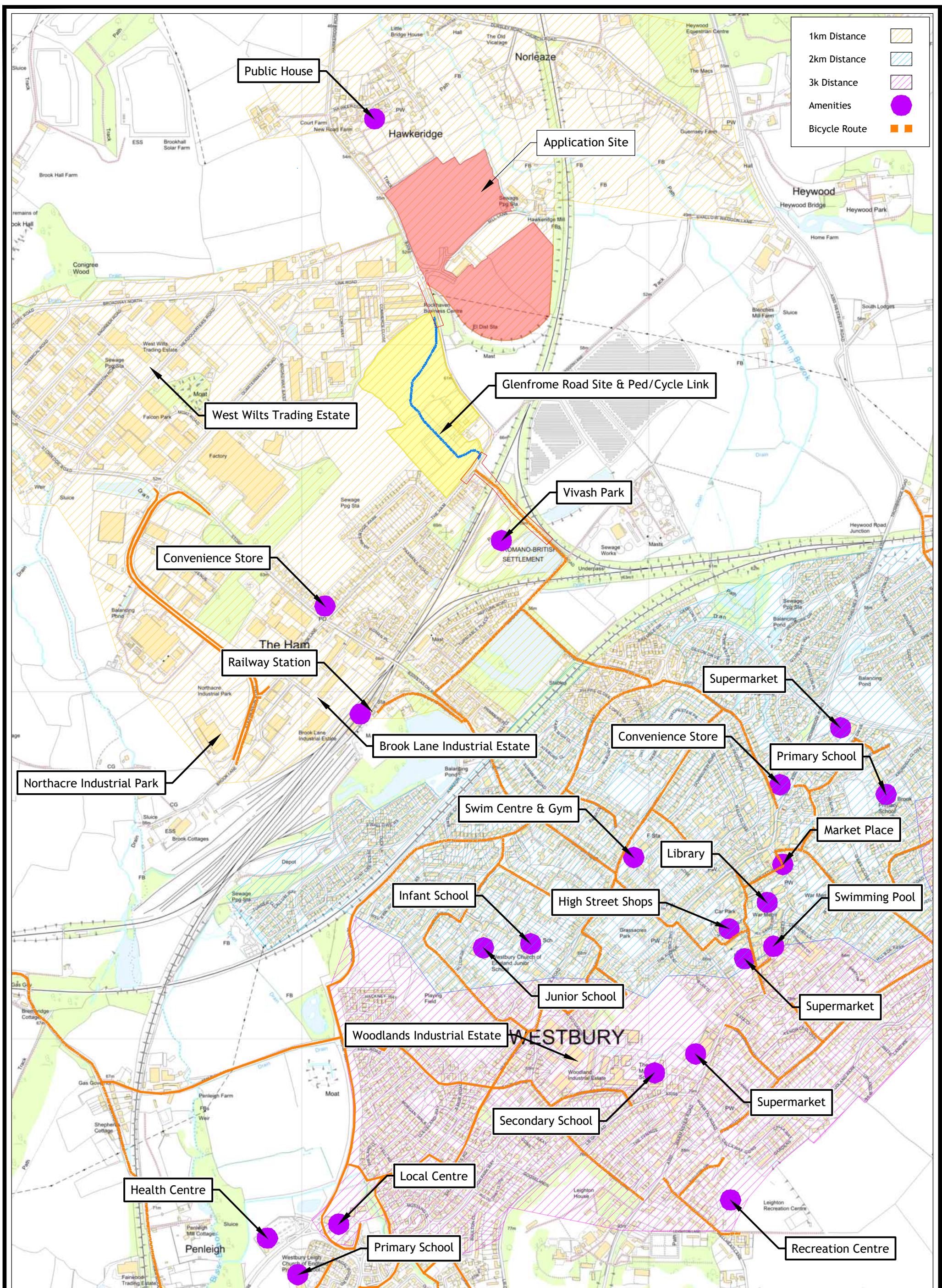
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DATE:
Jun 2026

REV:

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Appendix 6



Appendix 7

WF01BEW - Location of usual residence and place of work (OA level)

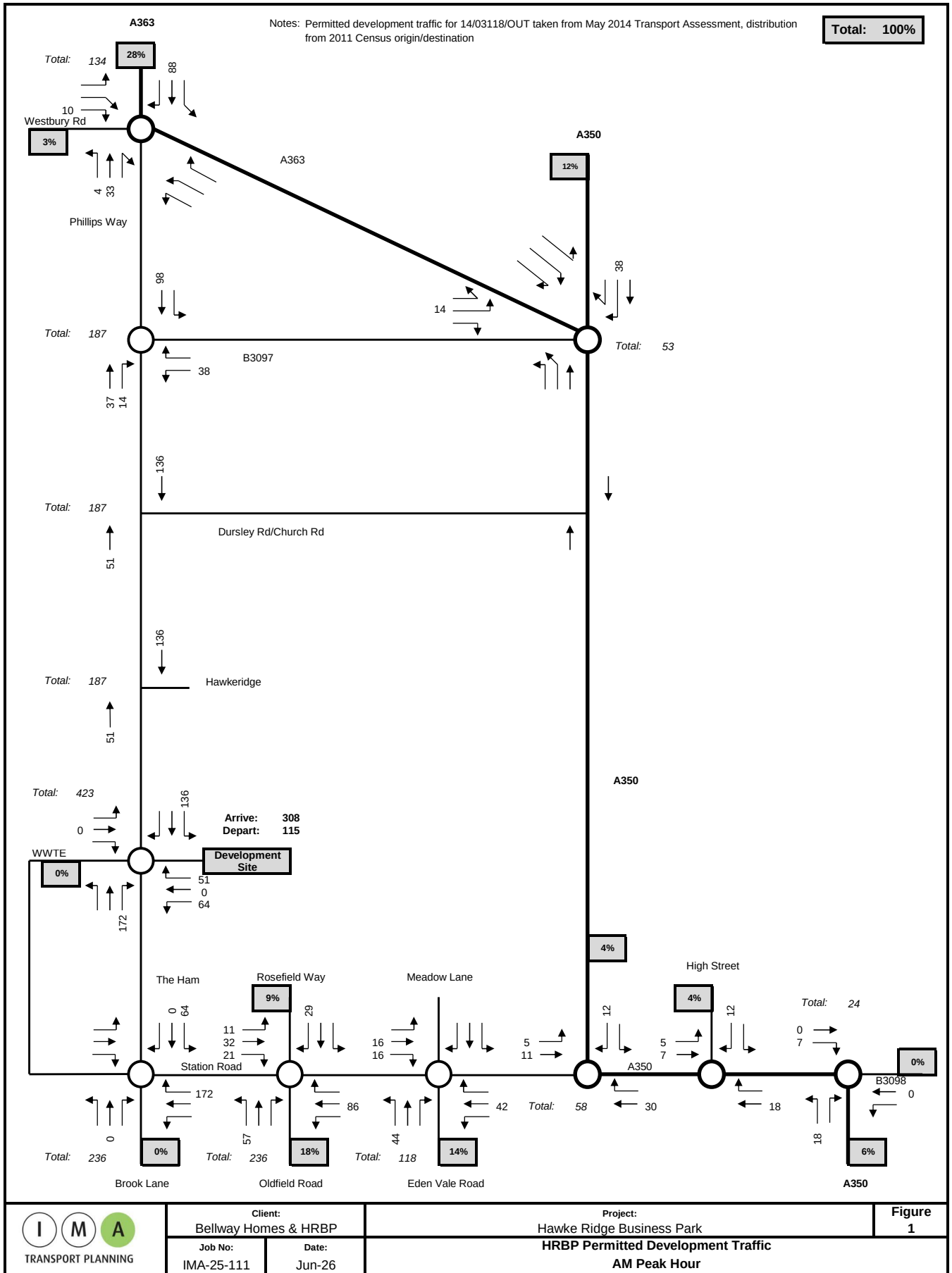
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population
units
date

All usual residents ages 16 and over in employment the week before the census
Persons
2011

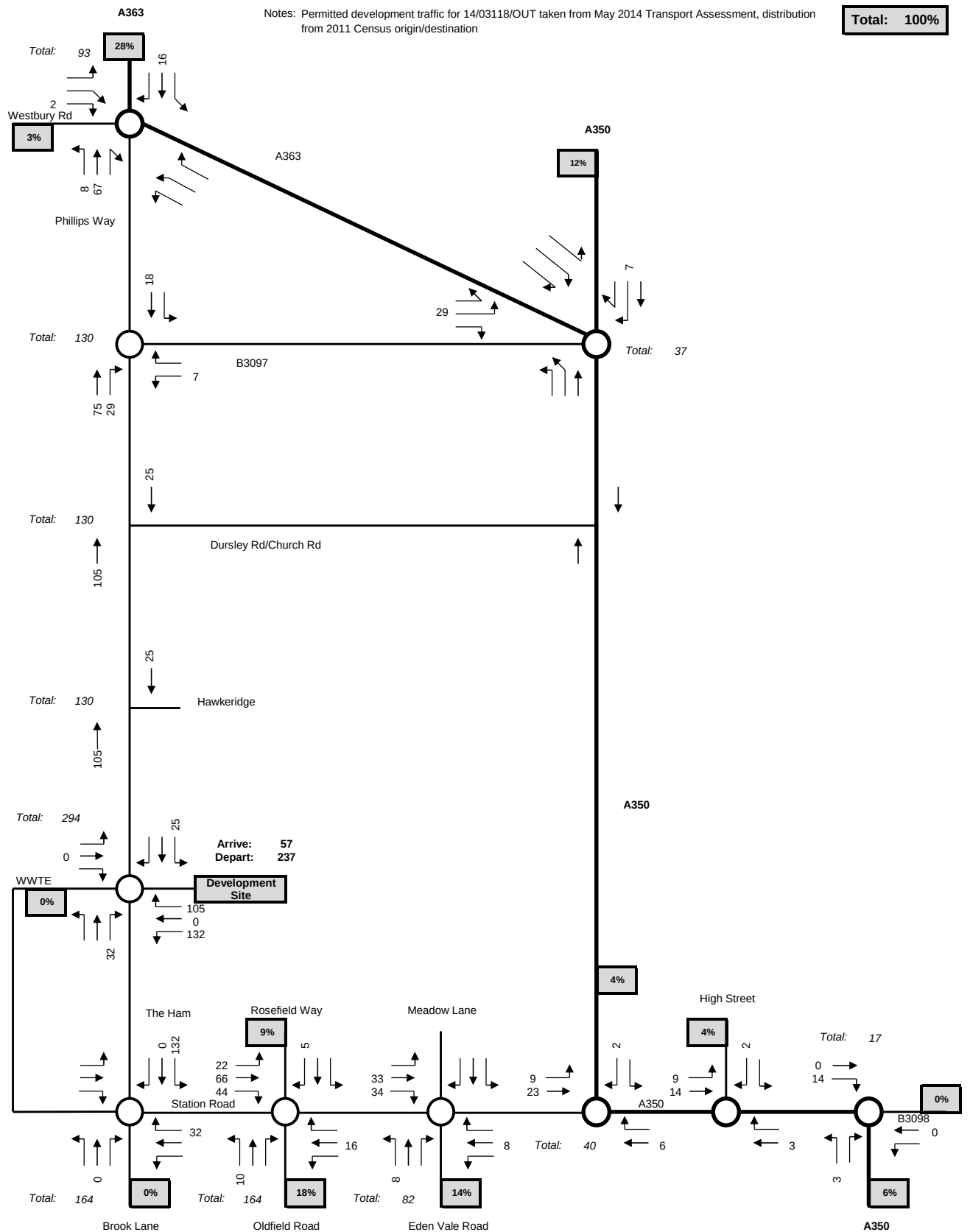
Currently Residing In	Place of Work				Total	%age of Total	Point of Entry to Network in AM Peak Hour										Notes
	E00163506	E00163802	E00163807	E00166414			North Bradley	A363 WHBP	A350 West Ashton	WWTE	Brook Lane	Oldfield Road	Eden Vale Road	Westbury Centre	A350 South	Rosefield Way	
Bath and North East Somerset	44	1	4	27	76	3%	3%										
Mendip	132	0	39	54	225	10%						10%					
E02006678 : Wiltshire 020 Melksham	42	0	5	7	54	2%			2%								
E02006679 : Wiltshire 021 Bowerhill	33	0	8	11	52	2%			2%								
E02006680 : Wiltshire 022 Melksham	30	0	8	9	47	2%			2%								
E02006682 : Wiltshire 027 Bradford-on-Avon	26	0	6	7	39	2%		2%									
E02006683 : Wiltshire 030 Trowbridge	56	1	15	14	86	4%			4%								
E02006684 : Wiltshire 031 Trowbridge	65	1	9	21	96	4%		4%									
E02006685 : Wiltshire 032 Trowbridge	47	0	14	32	93	4%		2%	2%								Two possible routes
E02006686 : Wiltshire 033 Trowbridge	52	2	9	19	82	4%		4%									
E02006687 : Wiltshire 035 Trowbridge	85	2	12	36	135	6%		6%									
E02006688 : Wiltshire 036 Trowbridge	72	2	21	24	119	5%		5%									
E02006689 : Wiltshire 037 Trowbridge	64	0	13	13	90	4%		4%									
E02006692 : Wiltshire 042 Warminster	32	1	4	15	52	2%							1%		1%		Two possible routes
E02006693 : Wiltshire 043 Warminster	54	1	11	19	85	4%							2%		2%		Two possible routes
E02006694 : Wiltshire 044 Warminster	43	0	4	27	74	3%							2%		2%		Two possible routes
E02006695 : Wiltshire 047 Wylve Valley	33	1	5	13	52	2%							1%		1%		Two possible routes
E01032052 : Wiltshire 039A Dilton Marsh	25	0	10	8	43	2%						2%					
E01032054 : Wiltshire 039B Dilton Marsh/Upton Scudamore	29	0	7	7	43	2%						2%					
E01032056 : Wiltshire 039D Hawkeridge	40	0	4	2	46	2%		2%									
E01032121 : Wiltshire 039E Bitham Park	41	2	7	22	72	3%										3%	
E01032115 : Wiltshire 040A Westbury West End area	50	2	15	17	84	4%								4%			
E01032116 : Wiltshire 040B Rosefield Way	91	5	21	28	145	6%										6%	
E01032117 : Wiltshire 040C Eden Vale Road	64	2	13	24	103	4%							4%				
E01032118 : Wiltshire 040D Oldfield Road	50	3	10	21	84	4%						4%					
E01032119 : Wiltshire 040E Central	56	4	18	22	100	4%								4%			
E01032694 : Wiltshire 040G Leigh Park	32	5	7	10	54	2%						1%	1%				Two possible routes
E01032695 : Wiltshire 040H Westbury Leigh	40	1	12	12	65	3%							3%				
					2,296	100%	3%	28%	12%	0%	0%	18%	14%	8%	6%	9%	
100%																	

Appendix 8



Notes: Permitted development traffic for 14/03118/OUT taken from May 2014 Transport Assessment, distribution from 2011 Census origin/destination

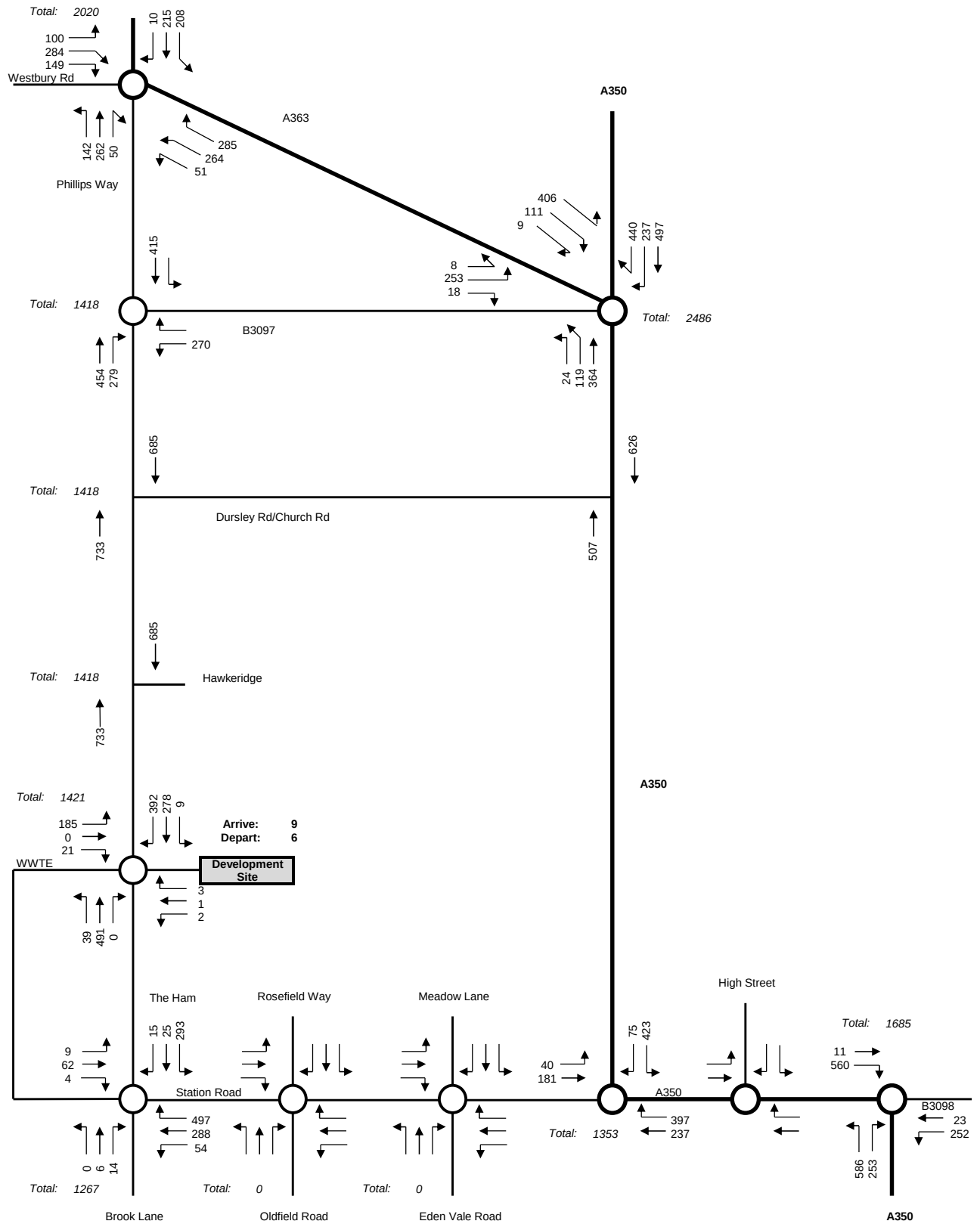
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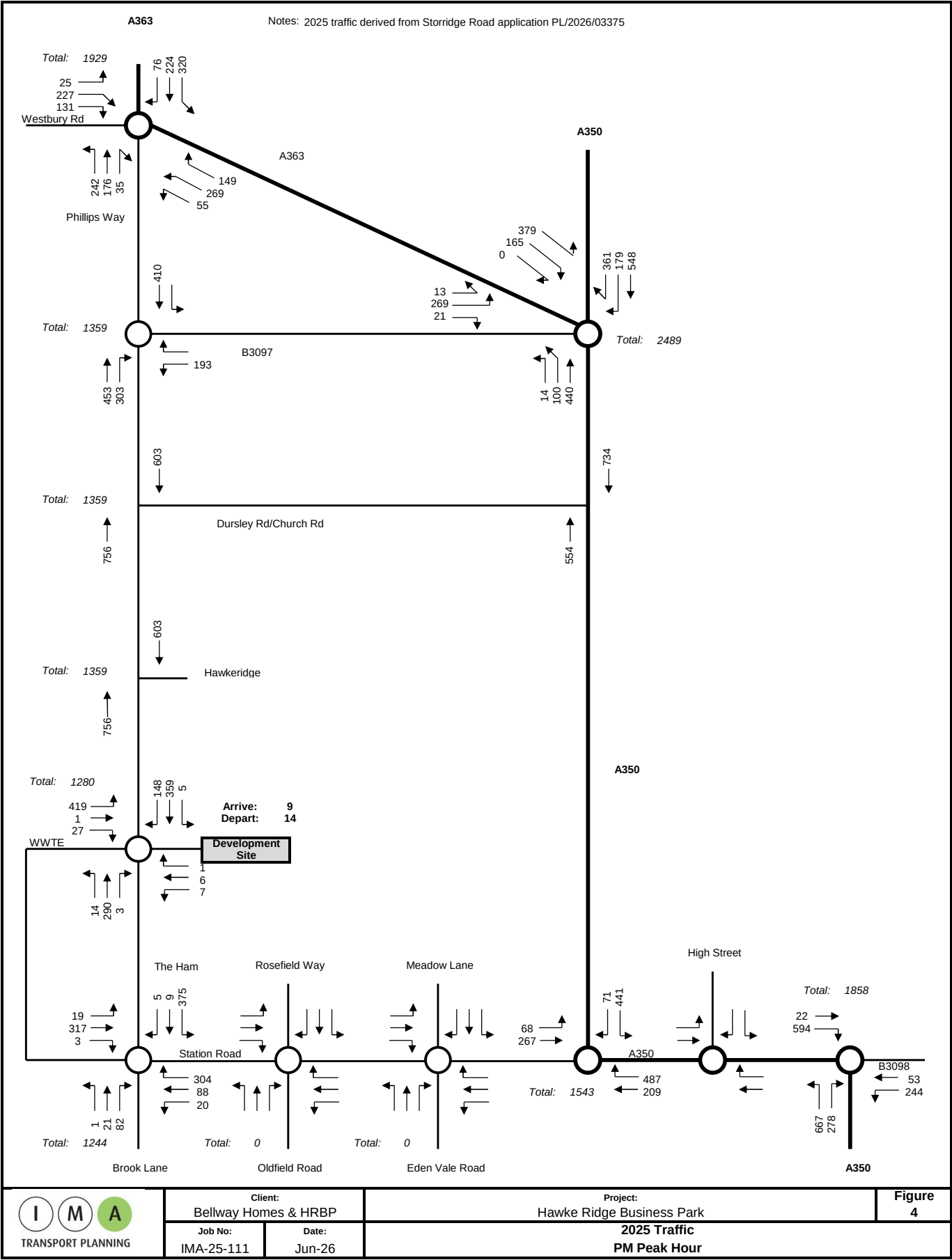


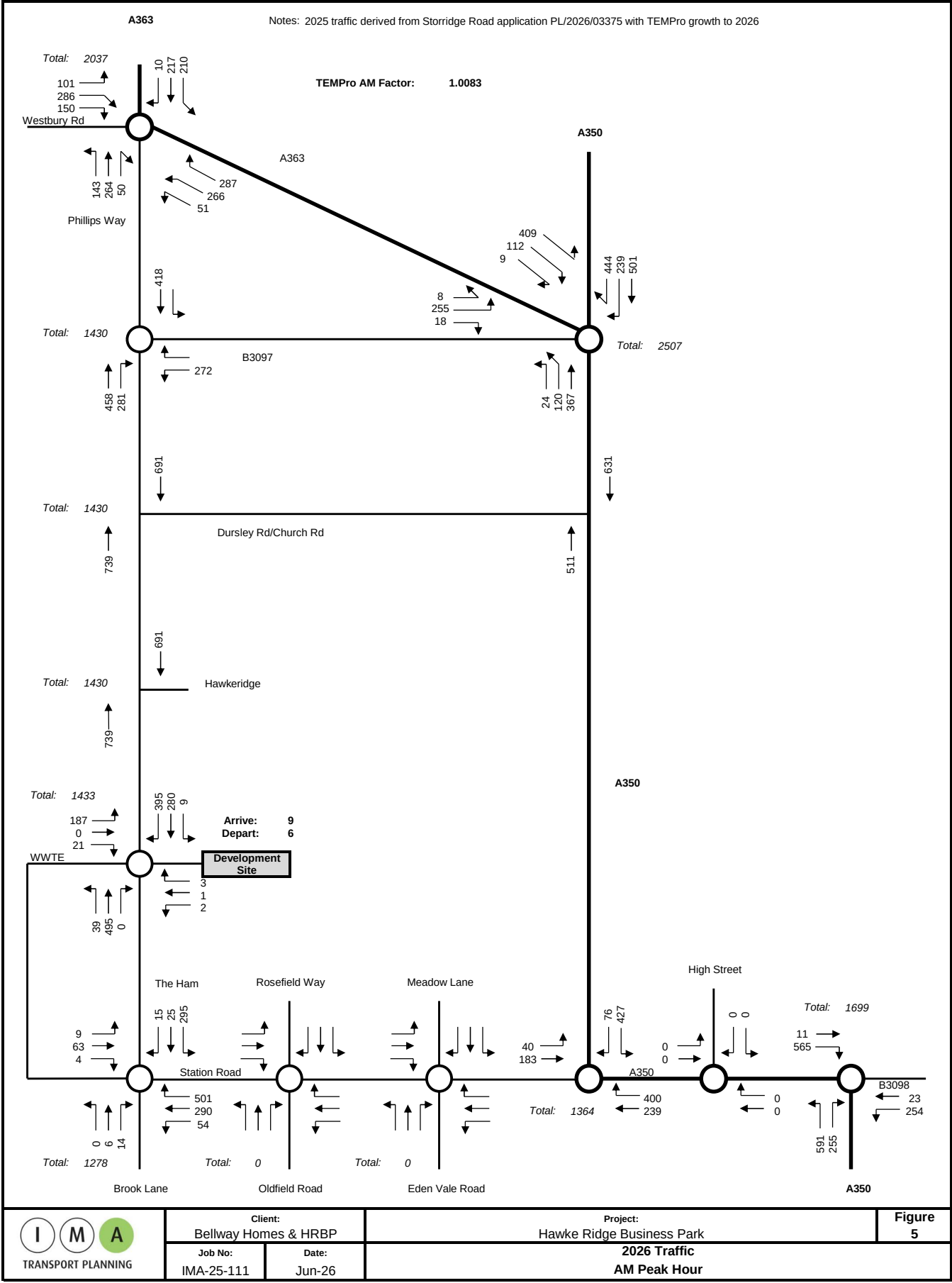
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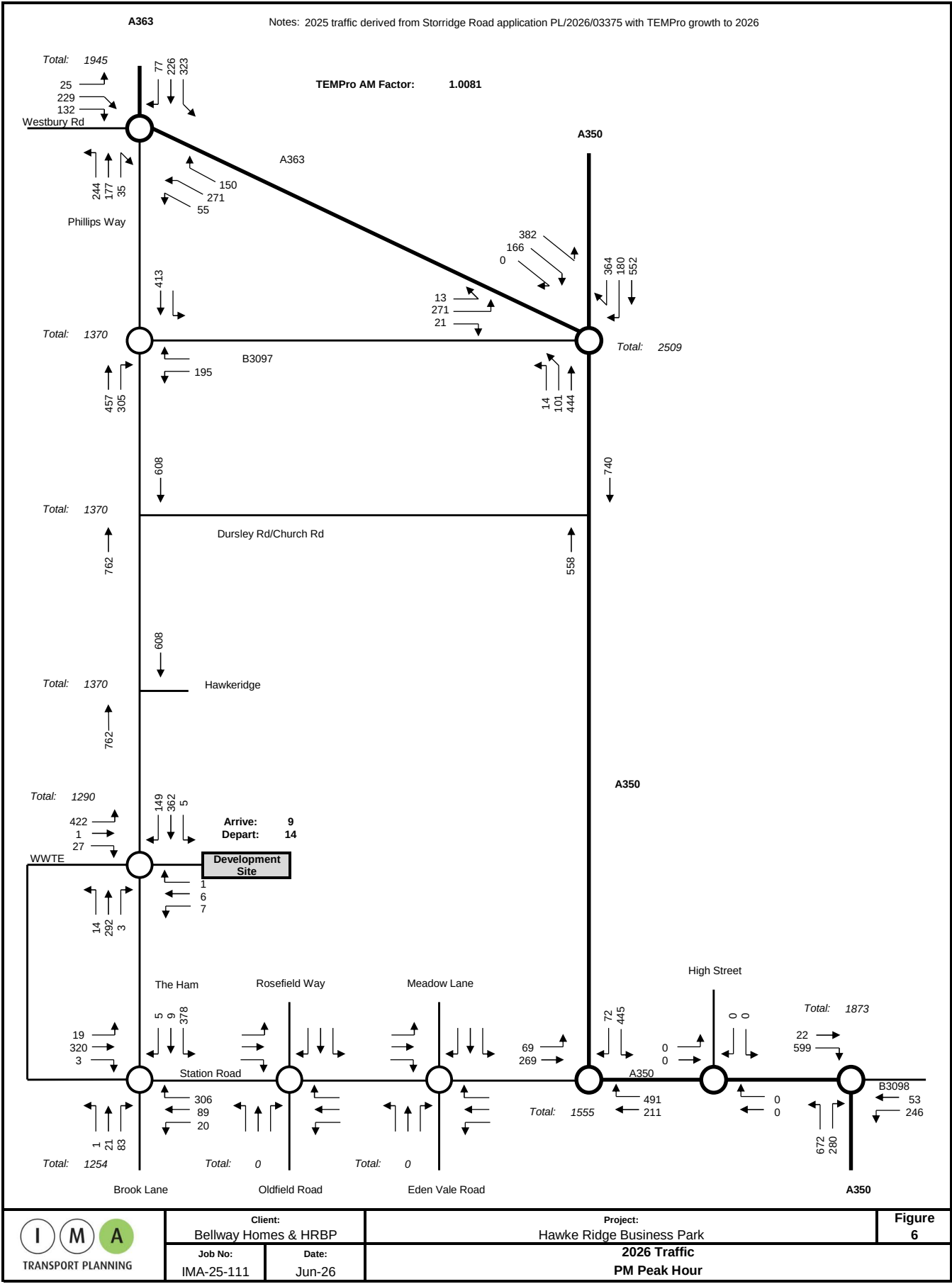
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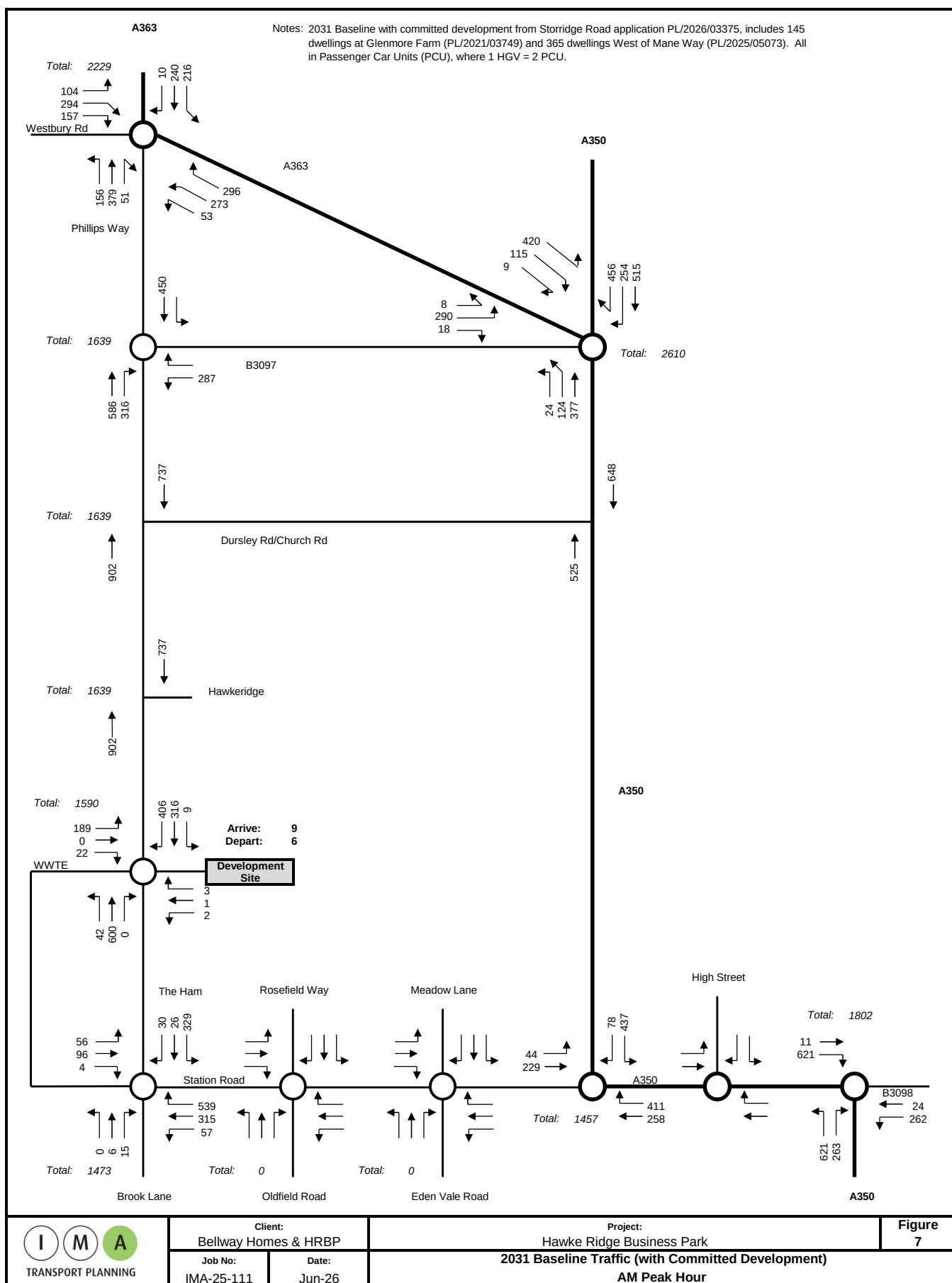
Notes: 2025 traffic derived from Storridge Road application PL/2026/03375











Appendix 10



Mount Farm, Westbury BA13, U

● **51.279273, -2.198184 ±4m**

Industrial
Trading
Estates

14793
18-09-25, 9

14793		WESTBURY								
SEPTEMBER 2025					Posted Speed Limit (PSL)	Total Vehicles	5 Day Ave.	7 Day Ave.	Average 85%ile Speed	Average Mean Speed
Site	Location	Direction	Start Date	End Date						
Site No: 14793001	Hawkeridge Road Westbury (N of Link Rd R/about) 51.279223, -2.198106	Channel: Northbound	Fri 19-Sep-25	Thu 25-Sep-25	50	40624	6896	5803	45.2	39.5
		Channel: Southbound	Fri 19-Sep-25	Thu 25-Sep-25		38341	6452	5477	45.2	39.3

14793	WESTBURY			Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25											
Channel: Northbound											
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Fri 19-Sep-25											
00:00	22	0	0.0	20	90.9	0	0.0	2	9.1	0	0.0
01:00	27	0	0.0	23	85.2	3	11.1	1	3.7	0	0.0
02:00	21	0	0.0	21	100.0	0	0.0	0	0.0	0	0.0
03:00	31	0	0.0	30	96.8	0	0.0	1	3.2	0	0.0
04:00	45	2	4.4	37	82.2	3	6.7	3	6.7	0	0.0
05:00	87	1	1.2	70	80.5	5	5.8	11	12.6	0	0.0
06:00	249	3	1.2	211	84.7	19	7.6	15	6.0	1	0.4
07:00	412	2	0.5	322	78.2	65	15.8	19	4.6	4	1.0
08:00	554	6	1.1	440	79.4	85	15.3	20	3.6	3	0.5
09:00	433	2	0.5	316	73.0	84	19.4	28	6.5	3	0.7
10:00	378	3	0.8	283	74.9	67	17.7	21	5.6	4	1.1
11:00	432	2	0.5	336	77.8	66	15.3	24	5.6	4	0.9
12:00	525	10	1.9	418	79.6	68	13.0	28	5.3	1	0.2
13:00	489	4	0.8	389	79.6	67	13.7	25	5.1	4	0.8
14:00	550	10	1.8	433	78.7	83	15.1	20	3.6	4	0.7
15:00	590	9	1.5	489	82.9	80	13.6	12	2.0	0	0.0
16:00	495	7	1.4	414	83.6	65	13.1	8	1.6	1	0.2
17:00	519	11	2.1	447	86.1	50	9.6	9	1.7	2	0.4
18:00	305	2	0.7	263	86.2	32	10.5	7	2.3	1	0.3
19:00	219	3	1.4	199	90.9	12	5.5	4	1.8	1	0.5
20:00	122	2	1.6	108	88.5	9	7.4	2	1.6	1	0.8
21:00	66	0	0.0	62	93.9	1	1.5	3	4.6	0	0.0
22:00	93	3	3.2	85	91.4	2	2.2	3	3.2	0	0.0
23:00	44	1	2.3	40	90.9	0	0.0	3	6.8	0	0.0
12H,7-19	5682	68	1.2	4550	80.1	812	14.3	221	3.9	31	0.6
16H,6-22	6338	76	1.2	5130	80.9	853	13.5	245	3.9	34	0.5
18H,6-24	6475	80	1.2	5255	81.2	855	13.2	251	3.9	34	0.5
24H,0-24	6708	83	1.2	5456	81.3	866	12.9	269	4.0	34	0.5

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14793	WESTBURY			Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Northbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Sat 20-Sep-25											
00:00	25	0	0.0	23	92.0	1	4.0	1	4.0	0	0.0
01:00	9	0	0.0	7	77.8	0	0.0	2	22.2	0	0.0
02:00	27	0	0.0	25	92.6	1	3.7	1	3.7	0	0.0
03:00	19	1	5.3	18	94.7	0	0.0	0	0.0	0	0.0
04:00	17	0	0.0	16	94.1	1	5.9	0	0.0	0	0.0
05:00	42	1	2.4	36	85.7	3	7.1	1	2.4	1	2.4
06:00	74	2	2.7	64	86.5	2	2.7	6	8.1	0	0.0
07:00	99	5	5.1	82	82.8	7	7.1	4	4.0	1	1.0
08:00	207	3	1.5	176	85.0	23	11.1	3	1.5	2	1.0
09:00	302	0	0.0	259	85.8	33	10.9	10	3.3	0	0.0
10:00	276	2	0.7	245	88.8	20	7.3	8	2.9	1	0.4
11:00	306	3	1.0	266	86.9	30	9.8	6	2.0	1	0.3
12:00	300	6	2.0	265	88.3	26	8.7	2	0.7	1	0.3
13:00	232	0	0.0	218	94.0	12	5.2	1	0.4	1	0.4
14:00	238	3	1.3	217	91.2	15	6.3	2	0.8	1	0.4
15:00	217	3	1.4	188	86.6	18	8.3	7	3.2	1	0.5
16:00	199	1	0.5	181	91.0	15	7.5	2	1.0	0	0.0
17:00	195	2	1.0	169	86.7	21	10.8	2	1.0	1	0.5
18:00	200	2	1.0	182	91.0	8	4.0	8	4.0	0	0.0
19:00	115	2	1.7	103	89.6	6	5.2	4	3.5	0	0.0
20:00	108	3	2.8	100	92.6	3	2.8	2	1.9	0	0.0
21:00	83	1	1.2	77	92.8	2	2.4	3	3.6	0	0.0
22:00	66	0	0.0	58	87.9	4	6.1	4	6.1	0	0.0
23:00	47	1	2.1	43	91.5	2	4.3	1	2.1	0	0.0
12H,7-19	2771	30	1.1	2448	88.3	228	8.2	55	2.0	10	0.4
16H,6-22	3151	38	1.2	2792	88.6	241	7.7	70	2.2	10	0.3
18H,6-24	3264	39	1.2	2893	88.6	247	7.6	75	2.3	10	0.3
24H,0-24	3403	41	1.2	3018	88.7	253	7.4	80	2.4	11	0.3

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Data produced by
Auto Surveys Ltd

14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Northbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Sun 21-Sep-25											
00:00	32	0	0.0	30	93.8	1	3.1	1	3.1	0	0.0
01:00	19	0	0.0	18	94.7	0	0.0	1	5.3	0	0.0
02:00	10	0	0.0	10	100.0	0	0.0	0	0.0	0	0.0
03:00	7	0	0.0	6	85.7	1	14.3	0	0.0	0	0.0
04:00	11	0	0.0	11	100.0	0	0.0	0	0.0	0	0.0
05:00	39	1	2.6	34	87.2	1	2.6	3	7.7	0	0.0
06:00	81	3	3.7	73	90.1	0	0.0	5	6.2	0	0.0
07:00	52	0	0.0	45	86.5	5	9.6	2	3.9	0	0.0
08:00	73	1	1.4	66	90.4	3	4.1	3	4.1	0	0.0
09:00	155	2	1.3	136	87.7	12	7.7	5	3.2	0	0.0
10:00	261	2	0.8	242	92.7	16	6.1	0	0.0	1	0.4
11:00	282	6	2.1	248	87.9	23	8.2	4	1.4	1	0.4
12:00	283	4	1.4	254	89.8	20	7.1	4	1.4	1	0.4
13:00	236	4	1.7	204	86.4	22	9.3	6	2.5	0	0.0
14:00	234	3	1.3	205	87.6	20	8.6	5	2.1	1	0.4
15:00	159	1	0.6	149	93.7	9	5.7	0	0.0	0	0.0
16:00	169	2	1.2	154	91.1	11	6.5	1	0.6	1	0.6
17:00	143	2	1.4	130	90.9	8	5.6	3	2.1	0	0.0
18:00	170	3	1.8	151	88.8	6	3.5	9	5.3	1	0.6
19:00	117	3	2.6	108	92.3	3	2.6	3	2.6	0	0.0
20:00	79	0	0.0	76	96.2	1	1.3	2	2.5	0	0.0
21:00	71	1	1.4	68	95.8	1	1.4	1	1.4	0	0.0
22:00	35	1	2.9	32	91.4	1	2.9	1	2.9	0	0.0
23:00	21	2	9.5	16	76.2	2	9.5	1	4.8	0	0.0
12H,7-19	2217	30	1.4	1984	89.5	155	7.0	42	1.9	6	0.3
16H,6-22	2565	37	1.4	2309	90.0	160	6.2	53	2.1	6	0.2
18H,6-24	2621	40	1.5	2357	89.9	163	6.2	55	2.1	6	0.2
24H,0-24	2739	41	1.5	2466	90.0	166	6.1	60	2.2	6	0.2

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Data produced by
Auto Surveys Ltd

14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Northbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Mon 22-Sep-25											
00:00	16	1	6.3	14	87.5	0	0.0	1	6.3	0	0.0
01:00	16	0	0.0	14	87.5	0	0.0	2	12.5	0	0.0
02:00	15	0	0.0	12	80.0	0	0.0	3	20.0	0	0.0
03:00	34	0	0.0	32	94.1	1	2.9	1	2.9	0	0.0
04:00	97	0	0.0	92	94.9	2	2.1	3	3.1	0	0.0
05:00	138	2	1.5	125	90.6	2	1.5	9	6.5	0	0.0
06:00	294	2	0.7	249	84.7	11	3.7	32	10.9	0	0.0
07:00	508	1	0.2	451	88.8	17	3.4	38	7.5	1	0.2
08:00	669	4	0.6	592	88.5	44	6.6	27	4.0	2	0.3
09:00	425	0	0.0	344	80.9	63	14.8	16	3.8	2	0.5
10:00	371	1	0.3	274	73.9	75	20.2	18	4.9	3	0.8
11:00	377	3	0.8	284	75.3	69	18.3	20	5.3	1	0.3
12:00	398	3	0.8	298	74.9	69	17.3	24	6.0	4	1.0
13:00	387	6	1.6	293	75.7	71	18.4	16	4.1	1	0.3
14:00	515	7	1.4	431	83.7	56	10.9	15	2.9	6	1.2
15:00	485	3	0.6	403	83.1	62	12.8	16	3.3	1	0.2
16:00	665	10	1.5	580	87.2	59	8.9	16	2.4	0	0.0
17:00	581	6	1.0	520	89.5	39	6.7	16	2.8	0	0.0
18:00	336	5	1.5	301	89.6	15	4.5	14	4.2	1	0.3
19:00	189	2	1.1	173	91.5	4	2.1	10	5.3	0	0.0
20:00	139	1	0.7	130	93.5	1	0.7	7	5.0	0	0.0
21:00	82	1	1.2	74	90.2	1	1.2	6	7.3	0	0.0
22:00	105	0	0.0	94	89.5	4	3.8	7	6.7	0	0.0
23:00	58	0	0.0	50	86.2	3	5.2	5	8.6	0	0.0
12H,7-19	5717	49	0.9	4771	83.5	639	11.2	236	4.1	22	0.4
16H,6-22	6421	55	0.9	5397	84.1	656	10.2	291	4.5	22	0.3
18H,6-24	6584	55	0.8	5541	84.2	663	10.1	303	4.6	22	0.3
24H,0-24	6900	58	0.8	5830	84.5	668	9.7	322	4.7	22	0.3

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Data produced by
Auto Surveys Ltd

14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Northbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Tue 23-Sep-25											
00:00	37	0	0.0	33	89.2	2	5.4	2	5.4	0	0.0
01:00	20	0	0.0	18	90.0	1	5.0	1	5.0	0	0.0
02:00	28	0	0.0	25	89.3	1	3.6	2	7.1	0	0.0
03:00	23	0	0.0	20	87.0	1	4.4	2	8.7	0	0.0
04:00	36	0	0.0	27	75.0	3	8.3	6	16.7	0	0.0
05:00	101	0	0.0	92	91.1	2	2.0	7	6.9	0	0.0
06:00	342	6	1.8	293	85.7	10	2.9	32	9.4	1	0.3
07:00	549	3	0.6	499	90.9	12	2.2	33	6.0	2	0.4
08:00	733	7	1.0	658	89.8	27	3.7	39	5.3	2	0.3
09:00	393	2	0.5	322	81.9	50	12.7	18	4.6	1	0.3
10:00	352	2	0.6	264	75.0	61	17.3	21	6.0	4	1.1
11:00	349	1	0.3	257	73.6	59	16.9	26	7.5	6	1.7
12:00	474	3	0.6	378	79.8	70	14.8	20	4.2	3	0.6
13:00	372	4	1.1	289	77.7	50	13.4	25	6.7	4	1.1
14:00	511	11	2.2	414	81.0	60	11.7	23	4.5	3	0.6
15:00	490	4	0.8	402	82.0	69	14.1	14	2.9	1	0.2
16:00	624	8	1.3	525	84.1	74	11.9	15	2.4	2	0.3
17:00	610	13	2.1	532	87.2	49	8.0	15	2.5	1	0.2
18:00	325	3	0.9	285	87.7	21	6.5	16	4.9	0	0.0
19:00	225	3	1.3	197	87.6	18	8.0	7	3.1	0	0.0
20:00	116	2	1.7	101	87.1	3	2.6	9	7.8	1	0.9
21:00	84	2	2.4	71	84.5	1	1.2	10	11.9	0	0.0
22:00	139	1	0.7	124	89.2	2	1.4	12	8.6	0	0.0
23:00	23	0	0.0	17	73.9	2	8.7	4	17.4	0	0.0
12H,7-19	5782	61	1.1	4825	83.5	602	10.4	265	4.6	29	0.5
16H,6-22	6549	74	1.1	5487	83.8	634	9.7	323	4.9	31	0.5
18H,6-24	6711	75	1.1	5628	83.9	638	9.5	339	5.1	31	0.5
24H,0-24	6956	75	1.1	5843	84.0	648	9.3	359	5.2	31	0.5

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14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Northbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Wed 24-Sep-25											
00:00	40	0	0.0	38	95.0	0	0.0	2	5.0	0	0.0
01:00	28	0	0.0	25	89.3	0	0.0	3	10.7	0	0.0
02:00	38	0	0.0	33	86.8	0	0.0	5	13.2	0	0.0
03:00	25	0	0.0	24	96.0	0	0.0	1	4.0	0	0.0
04:00	43	0	0.0	40	93.0	2	4.7	1	2.3	0	0.0
05:00	136	1	0.7	126	92.7	0	0.0	9	6.6	0	0.0
06:00	286	9	3.2	242	84.6	8	2.8	27	9.4	0	0.0
07:00	519	5	1.0	447	86.1	34	6.6	32	6.2	1	0.2
08:00	676	5	0.7	589	87.1	38	5.6	44	6.5	0	0.0
09:00	410	2	0.5	334	81.5	51	12.4	21	5.1	2	0.5
10:00	341	2	0.6	261	76.5	61	17.9	15	4.4	2	0.6
11:00	363	3	0.8	281	77.4	54	14.9	22	6.1	3	0.8
12:00	398	3	0.8	317	79.7	57	14.3	17	4.3	4	1.0
13:00	351	5	1.4	286	81.5	43	12.3	15	4.3	2	0.6
14:00	536	6	1.1	438	81.7	74	13.8	14	2.6	4	0.8
15:00	528	5	1.0	409	77.5	90	17.1	22	4.2	2	0.4
16:00	646	5	0.8	552	85.5	63	9.8	23	3.6	3	0.5
17:00	621	9	1.5	549	88.4	48	7.7	15	2.4	0	0.0
18:00	322	4	1.2	278	86.3	17	5.3	22	6.8	1	0.3
19:00	189	3	1.6	167	88.4	7	3.7	12	6.4	0	0.0
20:00	112	1	0.9	93	83.0	6	5.4	12	10.7	0	0.0
21:00	116	1	0.9	102	87.9	0	0.0	13	11.2	0	0.0
22:00	123	1	0.8	112	91.1	0	0.0	10	8.1	0	0.0
23:00	57	1	1.8	51	89.5	2	3.5	3	5.3	0	0.0
12H,7-19	5711	54	1.0	4741	83.0	630	11.0	262	4.6	24	0.4
16H,6-22	6414	68	1.1	5345	83.3	651	10.2	326	5.1	24	0.4
18H,6-24	6594	70	1.1	5508	83.5	653	9.9	339	5.1	24	0.4
24H,0-24	6904	71	1.0	5794	83.9	655	9.5	360	5.2	24	0.4

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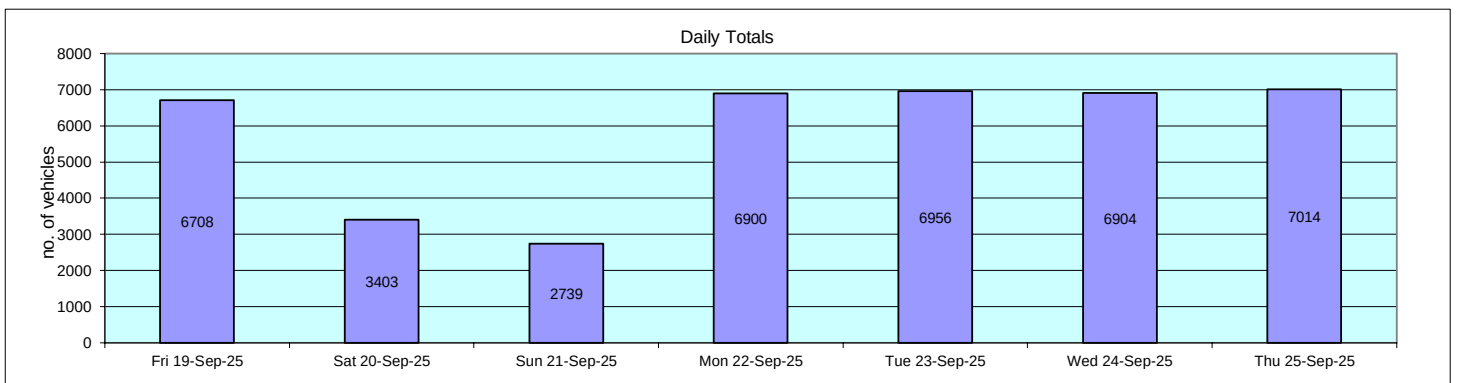
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14793	WESTBURY			Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25						Channel: Northbound					
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Thu 25-Sep-25											
00:00	22	1	4.6	17	77.3	1	4.6	3	13.6	0	0.0
01:00	27	1	3.7	24	88.9	1	3.7	1	3.7	0	0.0
02:00	31	0	0.0	26	83.9	2	6.5	3	9.7	0	0.0
03:00	29	1	3.5	22	75.9	0	0.0	6	20.7	0	0.0
04:00	47	0	0.0	44	93.6	2	4.3	1	2.1	0	0.0
05:00	127	3	2.4	108	85.0	4	3.2	12	9.5	0	0.0
06:00	327	8	2.5	280	85.6	2	0.6	37	11.3	0	0.0
07:00	538	3	0.6	472	87.7	17	3.2	43	8.0	3	0.6
08:00	727	3	0.4	629	86.5	41	5.6	54	7.4	0	0.0
09:00	419	0	0.0	356	85.0	47	11.2	15	3.6	1	0.2
10:00	377	2	0.5	296	78.5	58	15.4	17	4.5	4	1.1
11:00	385	2	0.5	287	74.6	70	18.2	23	6.0	3	0.8
12:00	369	5	1.4	264	71.5	76	20.6	22	6.0	2	0.5
13:00	397	5	1.3	312	78.6	63	15.9	15	3.8	2	0.5
14:00	494	6	1.2	399	80.8	69	14.0	16	3.2	4	0.8
15:00	493	2	0.4	411	83.4	64	13.0	14	2.8	2	0.4
16:00	642	5	0.8	546	85.1	68	10.6	22	3.4	1	0.2
17:00	594	12	2.0	526	88.6	41	6.9	14	2.4	1	0.2
18:00	357	4	1.1	310	86.8	20	5.6	23	6.4	0	0.0
19:00	204	2	1.0	184	90.2	4	2.0	13	6.4	1	0.5
20:00	140	4	2.9	124	88.6	5	3.6	7	5.0	0	0.0
21:00	127	0	0.0	121	95.3	2	1.6	4	3.2	0	0.0
22:00	109	1	0.9	98	89.9	2	1.8	8	7.3	0	0.0
23:00	32	2	6.3	28	87.5	0	0.0	2	6.3	0	0.0
12H,7-19	5792	49	0.9	4808	83.0	634	11.0	278	4.8	23	0.4
16H,6-22	6590	63	1.0	5517	83.7	647	9.8	339	5.1	24	0.4
18H,6-24	6731	66	1.0	5643	83.8	649	9.6	349	5.2	24	0.4
24H,0-24	7014	72	1.0	5884	83.9	659	9.4	375	5.4	24	0.3

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Data produced by
Auto Surveys Ltd

14793	WESTBURY				Site No: 14793001		Location	Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25					Channel: Northbound						
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES %	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Daily Totals											
Fri 19-Sep-25	6708	83	1.2	5456	81.3	866	12.9	269	4.0	34	0.5
Sat 20-Sep-25	3403	41	1.2	3018	88.7	253	7.4	80	2.4	11	0.3
Sun 21-Sep-25	2739	41	1.5	2466	90.0	166	6.1	60	2.2	6	0.2
Mon 22-Sep-25	6900	58	0.8	5830	84.5	668	9.7	322	4.7	22	0.3
Tue 23-Sep-25	6956	75	1.1	5843	84.0	648	9.3	359	5.2	31	0.5
Wed 24-Sep-25	6904	71	1.0	5794	83.9	655	9.5	360	5.2	24	0.4
Thu 25-Sep-25	7014	72	1.0	5884	83.9	659	9.4	375	5.4	24	0.3
Total Vehicles											
[--]	40624	441	1.1	34291	85.2	3915	9.2	1825	4.1	152	0.4



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Data produced by
Auto Surveys Ltd

14793	WESTBURY			Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25											
Channel: Southbound											
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Fri 19-Sep-25											
00:00	26	1	3.9	18	69.2	2	7.7	4	15.4	1	3.9
01:00	7	1	14.3	3	42.9	2	28.6	1	14.3	0	0.0
02:00	23	0	0.0	15	65.2	3	13.0	5	21.7	0	0.0
03:00	23	1	4.4	6	26.1	2	8.7	14	60.9	0	0.0
04:00	25	1	4.0	13	52.0	3	12.0	7	28.0	1	4.0
05:00	213	4	1.9	180	84.5	24	11.3	5	2.4	0	0.0
06:00	253	7	2.8	202	79.8	34	13.4	10	4.0	0	0.0
07:00	441	10	2.3	344	78.0	71	16.1	13	3.0	3	0.7
08:00	526	8	1.5	415	78.9	84	16.0	17	3.2	2	0.4
09:00	404	4	1.0	302	74.8	63	15.6	29	7.2	6	1.5
10:00	353	4	1.1	241	68.3	73	20.7	32	9.1	3	0.9
11:00	379	4	1.1	271	71.5	66	17.4	35	9.2	3	0.8
12:00	432	7	1.6	351	81.3	49	11.3	23	5.3	2	0.5
13:00	414	8	1.9	324	78.3	51	12.3	26	6.3	5	1.2
14:00	446	5	1.1	349	78.3	63	14.1	28	6.3	1	0.2
15:00	501	4	0.8	404	80.6	64	12.8	26	5.2	3	0.6
16:00	543	5	0.9	437	80.5	79	14.6	19	3.5	3	0.6
17:00	422	12	2.8	344	81.5	43	10.2	18	4.3	5	1.2
18:00	294	6	2.0	260	88.4	20	6.8	6	2.0	2	0.7
19:00	195	7	3.6	167	85.6	14	7.2	7	3.6	0	0.0
20:00	119	1	0.8	109	91.6	6	5.0	3	2.5	0	0.0
21:00	103	0	0.0	94	91.3	3	2.9	6	5.8	0	0.0
22:00	81	0	0.0	73	90.1	5	6.2	3	3.7	0	0.0
23:00	48	0	0.0	44	91.7	2	4.2	1	2.1	1	2.1
12H,7-19	5155	77	1.5	4042	78.4	726	14.1	272	5.3	38	0.7
16H,6-22	5825	92	1.6	4614	79.2	783	13.4	298	5.1	38	0.7
18H,6-24	5954	92	1.6	4731	79.5	790	13.3	302	5.1	39	0.7
24H,0-24	6271	100	1.6	4966	79.2	826	13.2	338	5.4	41	0.7

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Data produced by
Auto Surveys Ltd

14793	WESTBURY			Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)					
Fri 19-Sep-25 to Thu 25-Sep-25												Channel: Southbound	
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %		
Sat 20-Sep-25													
00:00	25	3	12.0	16	64.0	2	8.0	4	16.0	0	0.0		
01:00	13	0	0.0	7	53.9	2	15.4	4	30.8	0	0.0		
02:00	16	0	0.0	9	56.3	1	6.3	6	37.5	0	0.0		
03:00	16	1	6.3	6	37.5	2	12.5	7	43.8	0	0.0		
04:00	15	1	6.7	10	66.7	1	6.7	3	20.0	0	0.0		
05:00	72	2	2.8	58	80.6	4	5.6	8	11.1	0	0.0		
06:00	51	0	0.0	39	76.5	3	5.9	8	15.7	1	2.0		
07:00	94	2	2.1	70	74.5	16	17.0	5	5.3	1	1.1		
08:00	158	3	1.9	112	70.9	35	22.2	6	3.8	2	1.3		
09:00	196	1	0.5	159	81.1	25	12.8	8	4.1	3	1.5		
10:00	229	1	0.4	201	87.8	21	9.2	5	2.2	1	0.4		
11:00	276	1	0.4	246	89.1	21	7.6	7	2.5	1	0.4		
12:00	278	2	0.7	254	91.4	18	6.5	3	1.1	1	0.4		
13:00	248	0	0.0	217	87.5	27	10.9	3	1.2	1	0.4		
14:00	264	0	0.0	236	89.4	16	6.1	11	4.2	1	0.4		
15:00	234	2	0.9	205	87.6	21	9.0	5	2.1	1	0.4		
16:00	277	1	0.4	246	88.8	23	8.3	6	2.2	1	0.4		
17:00	237	3	1.3	220	92.8	10	4.2	3	1.3	1	0.4		
18:00	180	2	1.1	170	94.4	6	3.3	1	0.6	1	0.6		
19:00	115	2	1.7	106	92.2	4	3.5	3	2.6	0	0.0		
20:00	116	1	0.9	103	88.8	9	7.8	2	1.7	1	0.9		
21:00	106	1	0.9	94	88.7	8	7.6	3	2.8	0	0.0		
22:00	72	0	0.0	65	90.3	3	4.2	4	5.6	0	0.0		
23:00	72	0	0.0	66	91.7	3	4.2	2	2.8	1	1.4		
12H,7-19	2671	18	0.7	2336	87.5	239	9.0	63	2.4	15	0.6		
16H,6-22	3059	22	0.7	2678	87.5	263	8.6	79	2.6	17	0.6		
18H,6-24	3203	22	0.7	2809	87.7	269	8.4	85	2.7	18	0.6		
24H,0-24	3360	29	0.9	2915	86.8	281	8.4	117	3.5	18	0.5		

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Data produced by
Auto Surveys Ltd

14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Southbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Sun 21-Sep-25											
00:00	24	0	0.0	22	91.7	1	4.2	1	4.2	0	0.0
01:00	18	0	0.0	15	83.3	2	11.1	1	5.6	0	0.0
02:00	15	0	0.0	9	60.0	2	13.3	4	26.7	0	0.0
03:00	8	0	0.0	6	75.0	0	0.0	2	25.0	0	0.0
04:00	16	0	0.0	9	56.3	2	12.5	5	31.3	0	0.0
05:00	42	0	0.0	36	85.7	1	2.4	5	11.9	0	0.0
06:00	25	0	0.0	22	88.0	2	8.0	1	4.0	0	0.0
07:00	40	1	2.5	28	70.0	8	20.0	3	7.5	0	0.0
08:00	76	1	1.3	66	86.8	7	9.2	1	1.3	1	1.3
09:00	122	2	1.6	101	82.8	17	13.9	1	0.8	1	0.8
10:00	161	2	1.2	140	87.0	14	8.7	4	2.5	1	0.6
11:00	251	6	2.4	219	87.3	19	7.6	6	2.4	1	0.4
12:00	290	7	2.4	251	86.6	30	10.3	1	0.3	1	0.3
13:00	266	2	0.8	247	92.9	13	4.9	3	1.1	1	0.4
14:00	247	1	0.4	223	90.3	16	6.5	6	2.4	1	0.4
15:00	240	2	0.8	217	90.4	11	4.6	9	3.8	1	0.4
16:00	221	4	1.8	197	89.1	14	6.3	5	2.3	1	0.5
17:00	178	5	2.8	158	88.8	11	6.2	3	1.7	1	0.6
18:00	146	4	2.7	133	91.1	7	4.8	2	1.4	0	0.0
19:00	125	2	1.6	112	89.6	10	8.0	1	0.8	0	0.0
20:00	80	1	1.3	70	87.5	7	8.8	2	2.5	0	0.0
21:00	76	2	2.6	69	90.8	4	5.3	1	1.3	0	0.0
22:00	42	0	0.0	36	85.7	2	4.8	3	7.1	1	2.4
23:00	12	1	8.3	9	75.0	0	0.0	2	16.7	0	0.0
12H,7-19	2238	37	1.7	1980	88.5	167	7.5	44	2.0	10	0.5
16H,6-22	2544	42	1.7	2253	88.6	190	7.5	49	1.9	10	0.4
18H,6-24	2598	43	1.7	2298	88.5	192	7.4	54	2.1	11	0.4
24H,0-24	2721	43	1.6	2395	88.0	200	7.4	72	2.7	11	0.4

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Data produced by
Auto Surveys Ltd

14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Southbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Mon 22-Sep-25											
00:00	20	0	0.0	16	80.0	1	5.0	3	15.0	0	0.0
01:00	7	1	14.3	3	42.9	1	14.3	2	28.6	0	0.0
02:00	6	0	0.0	2	33.3	0	0.0	4	66.7	0	0.0
03:00	20	0	0.0	14	70.0	2	10.0	4	20.0	0	0.0
04:00	35	0	0.0	26	74.3	5	14.3	4	11.4	0	0.0
05:00	213	6	2.8	179	84.0	22	10.3	6	2.8	0	0.0
06:00	298	6	2.0	242	81.2	35	11.7	13	4.4	2	0.7
07:00	478	7	1.5	387	81.0	56	11.7	26	5.4	2	0.4
08:00	586	7	1.2	475	81.1	66	11.3	35	6.0	3	0.5
09:00	446	3	0.7	313	70.2	81	18.2	40	9.0	9	2.0
10:00	331	2	0.6	235	71.0	67	20.2	25	7.6	2	0.6
11:00	337	0	0.0	256	76.0	63	18.7	15	4.5	3	0.9
12:00	377	4	1.1	270	71.6	68	18.0	30	8.0	5	1.3
13:00	390	5	1.3	304	78.0	58	14.9	21	5.4	2	0.5
14:00	425	3	0.7	316	74.4	69	16.2	33	7.8	4	0.9
15:00	417	4	1.0	339	81.3	53	12.7	18	4.3	3	0.7
16:00	461	2	0.4	373	80.9	62	13.5	20	4.3	4	0.9
17:00	507	6	1.2	434	85.6	44	8.7	21	4.1	2	0.4
18:00	295	6	2.0	253	85.8	19	6.4	14	4.8	3	1.0
19:00	234	2	0.9	208	88.9	17	7.3	6	2.6	1	0.4
20:00	137	2	1.5	123	89.8	9	6.6	2	1.5	1	0.7
21:00	111	2	1.8	99	89.2	5	4.5	4	3.6	1	0.9
22:00	88	3	3.4	76	86.4	3	3.4	6	6.8	0	0.0
23:00	45	0	0.0	36	80.0	7	15.6	2	4.4	0	0.0
12H,7-19	5050	49	1.0	3955	78.3	706	14.0	298	5.9	42	0.8
16H,6-22	5830	61	1.1	4627	79.4	772	13.2	323	5.5	47	0.8
18H,6-24	5963	64	1.1	4739	79.5	782	13.1	331	5.6	47	0.8
24H,0-24	6264	71	1.1	4979	79.5	813	13.0	354	5.7	47	0.8

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Data produced by
Auto Surveys Ltd

14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Southbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Tue 23-Sep-25											
00:00	23	0	0.0	17	73.9	3	13.0	3	13.0	0	0.0
01:00	8	1	12.5	5	62.5	1	12.5	1	12.5	0	0.0
02:00	19	0	0.0	17	89.5	0	0.0	2	10.5	0	0.0
03:00	29	0	0.0	20	69.0	4	13.8	5	17.2	0	0.0
04:00	35	0	0.0	27	77.1	3	8.6	5	14.3	0	0.0
05:00	219	9	4.1	180	82.2	14	6.4	16	7.3	0	0.0
06:00	272	3	1.1	227	83.5	31	11.4	9	3.3	2	0.7
07:00	539	7	1.3	447	82.9	49	9.1	33	6.1	3	0.6
08:00	601	11	1.8	495	82.4	43	7.2	50	8.3	2	0.3
09:00	443	6	1.4	330	74.5	72	16.3	29	6.6	6	1.4
10:00	355	1	0.3	248	69.9	69	19.4	32	9.0	5	1.4
11:00	382	0	0.0	291	76.2	58	15.2	27	7.1	6	1.6
12:00	335	1	0.3	255	76.1	51	15.2	25	7.5	3	0.9
13:00	403	4	1.0	312	77.4	58	14.4	28	7.0	1	0.3
14:00	376	4	1.1	278	73.9	60	16.0	31	8.2	3	0.8
15:00	465	4	0.9	369	79.4	67	14.4	21	4.5	4	0.9
16:00	493	6	1.2	417	84.6	46	9.3	20	4.1	4	0.8
17:00	564	6	1.1	494	87.6	45	8.0	17	3.0	2	0.4
18:00	290	2	0.7	247	85.2	22	7.6	16	5.5	3	1.0
19:00	227	2	0.9	201	88.6	16	7.1	7	3.1	1	0.4
20:00	155	5	3.2	135	87.1	9	5.8	6	3.9	0	0.0
21:00	151	3	2.0	133	88.1	8	5.3	7	4.6	0	0.0
22:00	71	3	4.2	64	90.1	3	4.2	1	1.4	0	0.0
23:00	49	0	0.0	41	83.7	6	12.2	2	4.1	0	0.0
12H,7-19	5246	52	1.0	4183	79.7	640	12.2	329	6.3	42	0.8
16H,6-22	6051	65	1.1	4879	80.6	704	11.6	358	5.9	45	0.7
18H,6-24	6171	68	1.1	4984	80.8	713	11.6	361	5.9	45	0.7
24H,0-24	6504	78	1.2	5250	80.7	738	11.4	393	6.0	45	0.7

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Data produced by
Auto Surveys Ltd

14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Southbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES%	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Wed 24-Sep-25											
00:00	27	1	3.7	23	85.2	0	0.0	2	7.4	1	3.7
01:00	17	1	5.9	12	70.6	2	11.8	2	11.8	0	0.0
02:00	19	0	0.0	16	84.2	1	5.3	2	10.5	0	0.0
03:00	25	0	0.0	19	76.0	4	16.0	2	8.0	0	0.0
04:00	31	0	0.0	21	67.7	3	9.7	7	22.6	0	0.0
05:00	226	11	4.9	184	81.4	18	8.0	13	5.8	0	0.0
06:00	299	4	1.3	230	76.9	31	10.4	34	11.4	0	0.0
07:00	543	8	1.5	426	78.5	72	13.3	34	6.3	3	0.6
08:00	552	9	1.6	442	80.1	64	11.6	37	6.7	0	0.0
09:00	430	2	0.5	349	81.2	55	12.8	20	4.7	4	0.9
10:00	297	3	1.0	212	71.4	61	20.5	19	6.4	2	0.7
11:00	334	1	0.3	258	77.3	54	16.2	19	5.7	2	0.6
12:00	401	2	0.5	319	79.6	59	14.7	18	4.5	3	0.8
13:00	407	4	1.0	322	79.1	60	14.7	19	4.7	2	0.5
14:00	441	1	0.2	362	82.1	54	12.2	21	4.8	3	0.7
15:00	488	7	1.4	386	79.1	68	13.9	20	4.1	7	1.4
16:00	545	7	1.3	460	84.4	51	9.4	24	4.4	3	0.6
17:00	503	10	2.0	441	87.7	36	7.2	12	2.4	4	0.8
18:00	288	3	1.0	255	88.5	20	6.9	9	3.1	1	0.4
19:00	211	2	1.0	189	89.6	11	5.2	8	3.8	1	0.5
20:00	145	3	2.1	120	82.8	8	5.5	13	9.0	1	0.7
21:00	127	3	2.4	113	89.0	3	2.4	8	6.3	0	0.0
22:00	103	2	1.9	88	85.4	6	5.8	7	6.8	0	0.0
23:00	53	0	0.0	45	84.9	3	5.7	5	9.4	0	0.0
12H,7-19	5229	57	1.1	4232	80.9	654	12.5	252	4.8	34	0.7
16H,6-22	6011	69	1.2	4884	81.3	707	11.8	315	5.2	36	0.6
18H,6-24	6167	71	1.2	5017	81.4	716	11.6	327	5.3	36	0.6
24H,0-24	6512	84	1.3	5292	81.3	744	11.4	355	5.5	37	0.6

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Data produced by
Auto Surveys Ltd

14793	WESTBURY	Site No: 14793001	Location	Hawkeridge Road, Westbury (N of Link Rd R/about)							
Fri 19-Sep-25 to Thu 25-Sep-25		Channel: Southbound									
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES %	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Thu 25-Sep-25											
00:00	30	1	3.3	26	86.7	1	3.3	2	6.7	0	0.0
01:00	16	1	6.3	10	62.5	3	18.8	2	12.5	0	0.0
02:00	19	0	0.0	16	84.2	0	0.0	3	15.8	0	0.0
03:00	28	0	0.0	21	75.0	4	14.3	3	10.7	0	0.0
04:00	35	0	0.0	27	77.1	5	14.3	3	8.6	0	0.0
05:00	222	4	1.8	188	84.7	15	6.8	15	6.8	0	0.0
06:00	288	6	2.1	239	83.0	26	9.0	16	5.6	1	0.4
07:00	569	7	1.2	462	81.2	40	7.0	59	10.4	1	0.2
08:00	618	6	1.0	523	84.6	38	6.2	50	8.1	1	0.2
09:00	452	1	0.2	368	81.4	49	10.8	30	6.6	4	0.9
10:00	340	2	0.6	264	77.7	57	16.8	15	4.4	2	0.6
11:00	366	3	0.8	285	77.9	62	16.9	13	3.6	3	0.8
12:00	399	6	1.5	299	74.9	80	20.1	13	3.3	1	0.3
13:00	423	6	1.4	337	79.7	54	12.8	23	5.4	3	0.7
14:00	412	7	1.7	337	81.8	46	11.2	20	4.9	2	0.5
15:00	452	2	0.4	372	82.3	53	11.7	20	4.4	5	1.1
16:00	536	4	0.8	446	83.2	59	11.0	23	4.3	4	0.8
17:00	543	11	2.0	472	86.9	42	7.7	15	2.8	3	0.6
18:00	283	7	2.5	247	87.3	19	6.7	8	2.8	2	0.7
19:00	234	2	0.9	205	87.6	12	5.1	13	5.6	2	0.9
20:00	161	1	0.6	145	90.1	7	4.4	8	5.0	0	0.0
21:00	149	3	2.0	131	87.9	5	3.4	10	6.7	0	0.0
22:00	94	3	3.2	81	86.2	7	7.5	3	3.2	0	0.0
23:00	40	1	2.5	32	80.0	6	15.0	1	2.5	0	0.0
12H,7-19	5393	62	1.2	4412	81.8	599	11.1	289	5.4	31	0.6
16H,6-22	6225	74	1.2	5132	82.4	649	10.4	336	5.4	34	0.6
18H,6-24	6359	78	1.2	5245	82.5	662	10.4	340	5.4	34	0.5
24H,0-24	6709	84	1.3	5533	82.5	690	10.3	368	5.5	34	0.5

14793		WESTBURY		Site No: 14793001		Location		Hawkeridge Road, Westbury (N of Link Rd R/about)			
Fri 19-Sep-25 to Thu 25-Sep-25				Channel: Southbound							
TIME PERIOD	TOTAL VEHICLES	MOTOR-CYCLES	MOTOR-CYCLES %	CARS	CARS %	LGV	LGV %	HGV	HGV %	BUS	BUS %
Daily Totals											
Fri 19-Sep-25	6271	100	1.6	4966	79.2	826	13.2	338	5.4	41	0.7
Sat 20-Sep-25	3360	29	0.9	2915	86.8	281	8.4	117	3.5	18	0.5
Sun 21-Sep-25	2721	43	1.6	2395	88.0	200	7.4	72	2.7	11	0.4
Mon 22-Sep-25	6264	71	1.1	4979	79.5	813	13.0	354	5.7	47	0.8
Tue 23-Sep-25	6504	78	1.2	5250	80.7	738	11.4	393	6.0	45	0.7
Wed 24-Sep-25	6512	84	1.3	5292	81.3	744	11.4	355	5.5	37	0.6
Thu 25-Sep-25	6709	84	1.3	5533	82.5	690	10.3	368	5.5	34	0.5
Total Vehicles											
[--]	38341	489	1.3	31330	82.6	4292	10.7	1997	4.9	233	0.6

