

Job Name: Hawke Ridge Business Park

Job N^o: IMA-25-111

Date: June 2026

Client: Bellway Homes & HRBP

Technical Note 1: Traffic Data for Air Quality & Noise Assessments (Revision A)

1 Introduction

- 1.1 This Technical Note derives Annual Average Daily Traffic (AADT) figures for Air Quality Assessment (AQA) and 18-Hour Annual Average Weekday Traffic (18-Hr AAWT) figures for Noise Assessment (NA) in relation to a planning application to develop land at the Hawke Ridge Business Park (HRBP) to deliver 249 dwellings, a 64-bed care home and 962m² of retail space.
- 1.2 The derivation expands on work in a Transport Assessment prepared to support the planning application, which focuses on changes in peak hour traffic relative to development already permitted on the site.
- 1.3 The AQA and NA work will be carried out by Entran, who require data for links in the vicinity of the site, for the A350 Haynes Road, A350 Warminster Road and any link where the development will generate more than 500 AADT movements.
- 1.4 This revision is based around updated traffic flows on the local highway network, derived from surveys carried out for application PL/2026/03375 by Gladman Developments Ltd for 165 dwellings off Storridge Road, west of the HRBP.

2 Residential Development Traffic

- 2.1 Traffic predictions for the 249 dwellings have been derived from the TRICS database of transport surveys, using sites where surveys were carried out by Automatic Traffic Counts to capture 24-hour data.
- 2.2 The TRICS selection was confined to edge of town sites to reflect the development location, returning weekday, Saturday and Sunday results applied to 249 dwellings over 24 hours in the table below to provide AADT and 18-hour AAWT figures.

Period	Arrive	Depart	Total
Weekdays	895	896	1,791
Saturdays	904	920	1,824
Sundays	751	739	1,489
AADT	875	877	1,752
AAWT (18-Hr)	872	872	1,744

Table 1: Residential AADT & AAWT for 249 Dwellings

- 2.3 The distribution of housing trips on the highway network, based on local census data (described in section 5.5 of the Transport Assessment), is shown in Figure TN1A-1 for AADT and Figure TN1A-2 for AAWT.

3 Care Home Traffic

- 3.1 Traffic for the 64-bed care home is also derived from the TRICS database and is based on weekdays only, due to a lack of weekend surveys. The AADT and 18-hour AAWT figures are as follows (they are the same as no data was recorded before 06:00).

Period	Arrive	Depart	Total
AADT	104	104	208
AAWT (18-Hr)	104	104	208

Table 2: Residential AADT & AAWT for 64-Bed Care Home

- 3.2 The distribution of housing trips on the highway network, based on local census data (described in section 5.5 of the Transport Assessment), is shown in Figure TN1A-3 for both AADT and AAWT.

4 Roadside Services Traffic

- 4.1 Traffic predictions for the roadside services are considered separately for 720m² of retail space and a 242m² fast food outlet, in both cases derived from the TRICS database of transport surveys.

- 4.2 The following table summarises the AADT and 18-hour AAWT figures for the retail aspect.

Period	Arrive	Depart	Total
Weekdays	606	609	1,214
Saturdays	440	441	881
Sundays	312	314	627
AADT	540	543	1,083
AAWT (18-Hr)	605	608	1,213

Table 3: Retail AADT & AAWT for 720m²

- 4.3 The following table summarises the AADT and 18-hour AAWT figures for the fast food aspect.

Period	Arrive	Depart	Total
Weekdays	488	485	973
Saturdays	832	829	1,661
Sundays	580	581	1,161
AADT	550	547	1,098
AAWT (18-Hr)	488	485	972

Table 4: Fast Food AADT & AAWT for 251m²

- 4.4 The Transport Assessment assumes all peak hour roadside services trade will be drawn from passing traffic, but it is possible that a small proportion of sole-purpose trips might occur in off-peak periods.

- 4.5 Figure TN1A-4 for AADT and Figure TN1A-5 for AAWT therefore assume 25% of retail and fast food traffic is new to the network, representing a worst case as in reality most trips will either be passing or diverted from other outlets.

5 Total Development Traffic

- 5.1 The pattern of all development traffic on the local highway network is shown in Figures TN1A-6 (AADT) & TN1A-7 (AAWT), summing the respective Figures described above.

- 5.2 Changes in traffic flows on key links are summarised in the following table.

Road Link	AADT 2-way	18-Hour AAWT 2-Way
A363 WHBP	579	580
Westbury Road	205	205
A350 North	408	408
B3097 Philips Way	784	785
B3097 Link to Yarnbrook	408	408
B3097 North of HRBP	1,193	1,193
Mill Lane/Site Access	2,505	2,507
B3097 South of HRBP	1,235	1,236
Link Road (WWTE)	78	78
Brook Lane	61	61
Station Road (North)	1,174	1,174
Rosefield Way	71	71
Oldfield Road	260	261
Eden Vale Road	327	327
Station Road (South)	515	515
A350 Haynes Road	406	407
High Street	154	154
A350 South	252	252
B3098 Bratton Road	0	0

Table 5: Total Development AADT & 18-Hour AAWT

- 5.3 Links with more than 500 additional traffic movements as a result of the development are highlighted in the above table. Baseline and committed development traffic for those links are considered in the following sections.

6 Baseline Highway Network Traffic

- 6.1 Highway network traffic has been derived information in a Transport Assessment submitted with planning application PL/2026/03375 by Gladman Developments for 165 dwellings off Storridge Road.
- 6.2 The data uses 2025 surveys, presented in AM and PM peak hour diagrams. TEMPro growth has been applied to derive 2026 figures summarised as follows for the links with more than 500 additional movements likely to arise from the development.

Link	AM Peak Hour	PM Peak Hour
A363 WHBP	1,089	978
B3097 North of HRBP	1,430	1,370
B3097 Philips Way	876	870
Mill Lane/Site Access	15	23
B3097 South of HRBP	838	706
Link Road (WWTE)	660	635
Station Road (North)	1,218	1,196
A350 Haynes Road	1,248	1,415
A350 Warminster Road	1,665	1,797

Table 6: 2026 Peak Hour Traffic Data

- 6.3 An Automatic Traffic Count carried out for the Transport Assessment on the B3097 to the north of the Hawke Ridge Business Park Roundabout in September 2025 recorded peak hour, AADT and AAWT traffic summarised as follows:

Link	AM Peak Hour	PM Peak Hour	18-Hr AAWT	AADT
B3097 North of HRBP	1,248	1,130	12,740	13,347

Table 7: B3097 ATC (North of HRBP Rbt) Peak Hours, 18-Hr & 24-Hr

- 6.4 In the absence of ATC data for the other links on the highway network, peak hour to 18-hour and 24-hour conversion factors have been derived as follows:

AM Peak Hour Traffic:	1,248
PM Peak Hour Traffic:	1,130
Average Peak Hour Traffic:	1,189 (Average of AM & PM Peaks)
18-Hour Conversion Factor:	10.715 (18-Hr AAWT / Average AM & PM Peaks)
24-Hour Conversion Factor:	11.225 (24-Hr AADT / Average AM & PM Peaks)

- 6.5 The following table applies those conversion factors to the 2026 AM & PM peak hour flows on other links to provide estimates of 18-hr AAWT and 24-hour AADT for 2026.

Link	AM Peak Hour	PM Peak Hour	AADT	18-Hr AAWT
A363 WHBP	1,089	978	9,853	9,405
B3097 North of HRBP	1,430	1,370	13,347	12,740
B3097 Philips Way	876	870	8,324	7,946
Mill Lane/Site Access	15	23	183	174
B3097 South of HRBP	838	706	7,358	7,024
Link Road (WWTE)	660	635	6,173	5,893
Station Road (North)	1,218	1,196	11,506	10,983
A350 Haynes Road	1,248	1,415	12,698	12,121
A350 Warminster Road	1,665	1,797	16,505	15,754

Table 8: 2026 AADT & 18-Hour AAWT Estimated from (known) AM & PM Peak Hours

7 Committed Development Traffic

- 7.1 The following committed development has been considered:

- 145 dwellings at Glenmore Farm (PL/2021/03749 permitted on appeal)
- 365 dwellings West of Mane Way (PL/2025/05073 to be determined)
- 165 dwellings off Storridge Road (PL/2026/03375 to be determined)

- 7.2 All other significant development will be factored into TEMPro traffic growth predictions.

- 7.3 The 24 hour AADT and 18-hour AAWT traffic estimates for the 145 unit Glenmore Farm scheme are summarised below.

Period	Arrive	Depart	Total
Weekdays	521	522	1,043
Saturdays	526	536	1,062
Sundays	437	430	867
AADT	510	511	1,020
AAWT (18-Hr)	508	508	1,016

Table 9: Residential AADT & AAWT for 145 Dwellings at Glenmore Farm

- 7.4 The 24 hour AADT and 18-hour AAWT traffic estimates for the 365 unit scheme West of Mane Way are summarised below.

Period	Arrive	Depart	Total
Weekdays	1,311	1,313	2,625
Saturdays	1,325	1,348	2,674
Sundays	1,100	1,083	2,183
AADT	1,283	1,285	2,569
AAWT (18-Hr)	1,278	1,278	2,556

Table 10: Residential AADT & AAWT for 365 Dwellings West of Mane Way

- 7.5 The 24 hour AADT and 18-hour AAWT traffic estimates for the 165 unit Storridge Road scheme are summarised below.

Period	Arrive	Depart	Total
Weekdays	593	594	1,187
Saturdays	599	610	1,209
Sundays	497	489	987
AADT	580	581	1,161
AAWT (18-Hr)	578	578	1,156

Table 11: Residential AADT & AAWT for 165 Dwellings at Storridge Road

- 7.6 The pattern of committed development traffic on the highway network, based on the distribution for those planning applications, is shown in Figure TN1A-8 for AADT and Figure TN1A-9 for AAWT.

8 Air Quality & Noise Assessment Traffic Data

- 8.1 The 2026 baseline traffic data derived from the above process is summarised as follows. Traffic volumes and speeds on the B3097 north of the HRBP are recorded, all others are estimated. HGV proportions are from the B3097 ATC, 2013 data from the outline permission and from a DfT count point on the A350 Warminster Road.

Road Link	AADT 2-way	18-Hr AAWT 2-way	HGV (%)	Speeds (if available)
A363 WHBP	9,853	9,405	2%	40mph
B3097 North of HRBP	13,347	12,740	6%	45mph
B3097 Philips Way	8,324	7,946	6%	50mph
Mill Lane/Site Access	183	174	0%	30mph
B3097 South of HRBP	7,358	7,024	2%	40mph
Link Road (WWTE)	6,173	5,893	14%	30mph
Station Road (North)	11,506	10,983	3%	30mph
A350 Haynes Road	12,698	12,121	5%	30mph
A350 Warminster Road	16,505	15,754	5%	30mph

Table 12: 2026 Baseline AADT & AAWT

- 8.2 The 2026 baseline traffic factored to 2031 using growth derived from TEMPro 8.2 core scenario in Wiltshire 039 for minor roads is as follows:

Road Link	AADT 2-way	18-Hr AAWT 2-way	HGV (%)	Speeds (if available)
A363 WHBP	10,295	9,827	2%	40mph
B3097 North of HRBP	13,946	13,312	6%	45mph
B3097 Philips Way	8,698	8,303	6%	50mph
Mill Lane/Site Access	191	182	0%	30mph
B3097 South of HRBP	7,689	7,339	2%	40mph
Link Road (WWTE)	6,451	6,157	14%	30mph
Station Road (North)	12,023	11,476	3%	30mph
A350 Haynes Road	13,268	12,665	5%	30mph
A350 Warminster Road	17,246	16,461	5%	30mph

Table 13: 2031 Baseline AADT & AAWT

8.3 Committed development is summarised as follows:

Road Link	AADT 2-way	18-Hr AAWT 2-way	HGV (%)	Speeds (if available)
A363 WHBP	730	727	0%	40mph
B3097 North of HRBP	1,411	1,405	0%	45mph
B3097 Philips Way	835	831	0%	50mph
Mill Lane/Site Access	-	-	0%	30mph
B3097 South of HRBP	1,411	1,405	0%	40mph
Link Road (WWTE)	-	-	0%	30mph
Station Road (North)	1,190	1,185	0%	30mph
A350 Haynes Road	522	520	0%	30mph
A350 Warminster Road	486	484	0%	30mph

Table 14: Committed Development (Glenmore Farm)

8.4 The 2031 baseline with committed development is therefore as follows:

Road Link	AADT 2-way	18-Hr AAWT 2-way	HGV (%)	Speeds (if available)
A363 WHBP	11,025	10,554	2%	40mph
B3097 North of HRBP	15,358	14,717	5%	45mph
B3097 Philips Way	9,533	9,134	5%	50mph
Mill Lane/Site Access	191	182	0%	30mph
B3097 South of HRBP	9,100	8,744	2%	40mph
Link Road (WWTE)	6,451	6,157	14%	30mph
Station Road (North)	13,213	12,661	3%	30mph
A350 Haynes Road	13,790	13,184	5%	30mph
A350 Warminster Road	17,732	16,945	5%	30mph

Table 15: 2031 Baseline + Committed Development AADT & AAWT

8.5 The development proposed, comprising 249 houses, a 64-bed care home and roadside services, is predicted to generate traffic as follows:

Road Link	AADT 2-way	18-Hr AAWT 2-way	HGV (%)	Speeds (if available)
A363 WHBP	579	580	0%	40mph
B3097 North of HRBP	1,193	1,193	0%	45mph
B3097 Philips Way	784	785	0%	50mph
Mill Lane/Site Access	2,505	2,507	0%	30mph
B3097 South of HRBP	1,235	1,236	0%	40mph
Link Road (WWTE)	78	78	0%	30mph
Station Road (North)	1,174	1,174	0%	30mph
A350 Haynes Road	406	407	0%	30mph
A350 Warminster Road	252	252	0%	30mph

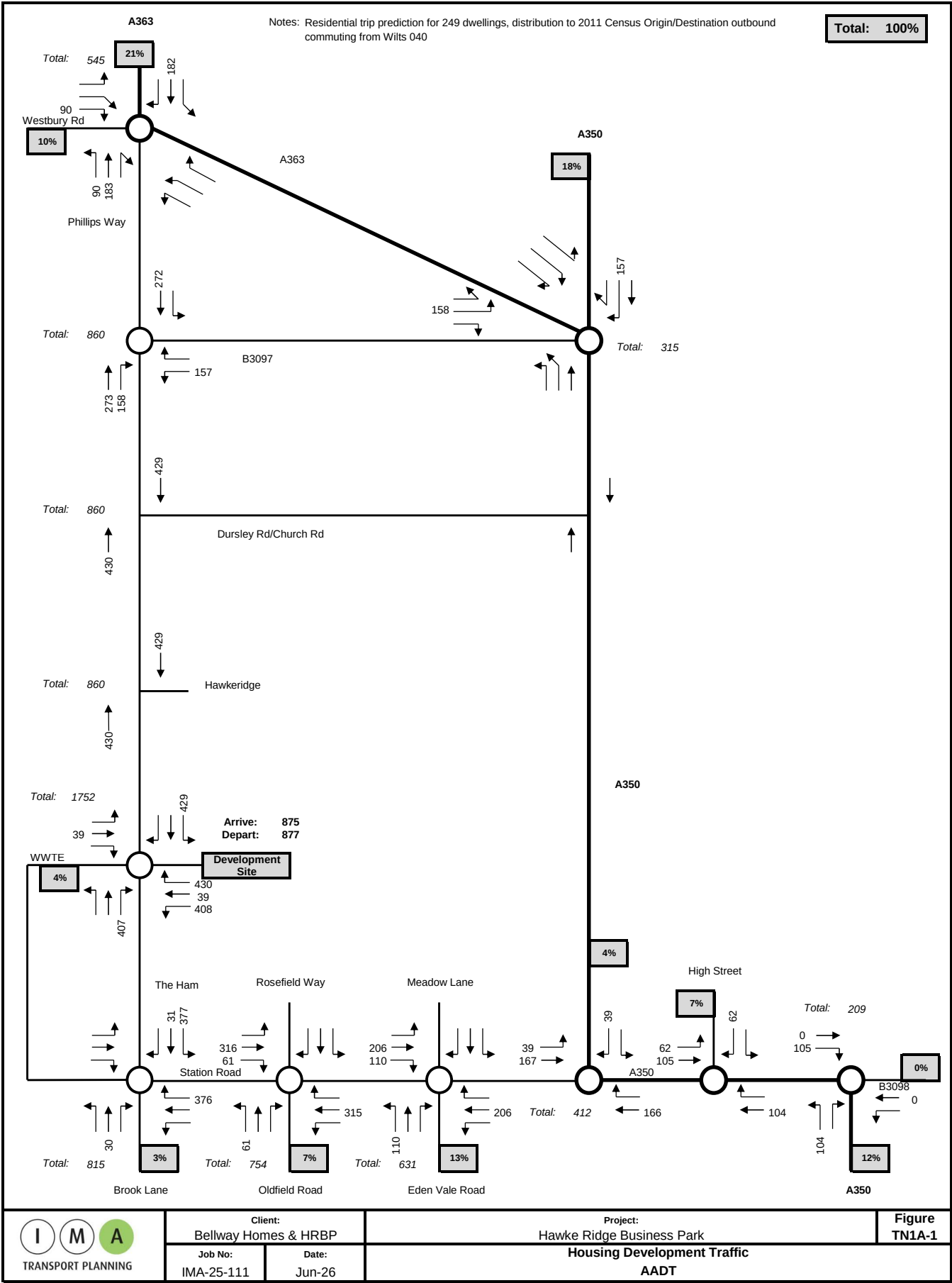
Table 16: Housing + Care Home + Roadside Services AADT & AAWT

8.6 The final table summarises 2031 with committed development and the proposed development.

Road Link	AADT 2-way	18-Hr AAWT 2-way	HGV (%)	Speeds (if available)
A363 WHBP	11,025	10,554	2%	40mph
B3097 North of HRBP	15,358	14,717	5%	40mph*
B3097 Philips Way	9,533	9,134	5%	50mph
Mill Lane/Site Access	191	182	0%	30mph
B3097 South of HRBP	9,100	8,744	2%	40mph
Link Road (WWTE)	6,451	6,157	14%	30mph
Station Road (North)	13,213	12,661	3%	30mph
A350 Haynes Road	13,790	13,184	5%	30mph
A350 Warminster Road	17,732	16,945	5%	30mph

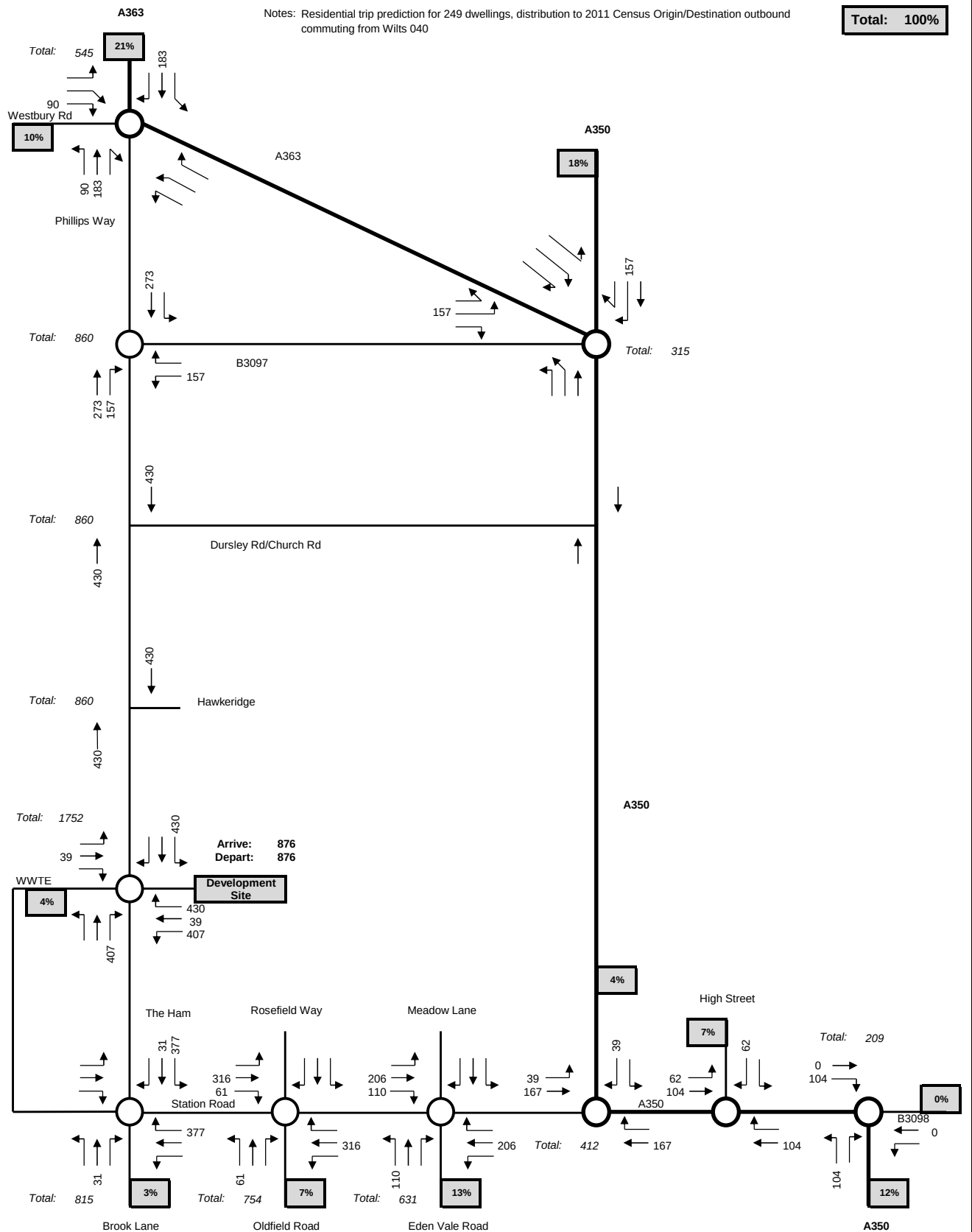
Table 17: 2031 with Committed & Proposed Development

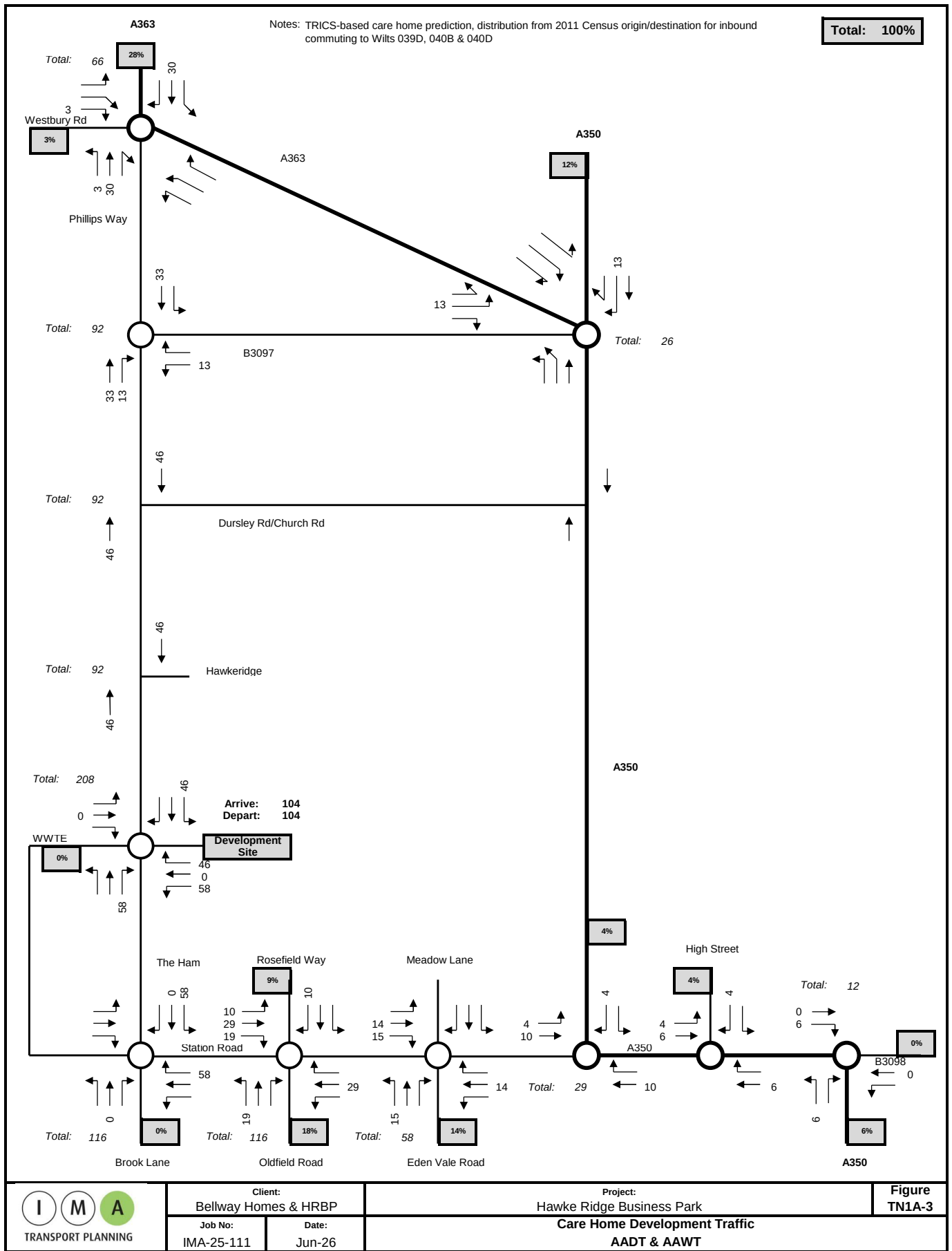
8.7 It is proposed that the speed limit on the B3097 north to the HRBP roundabout would be reduced to 40mph in association with the development, so the speed in the above table has been adjusted accordingly.



Notes: Residential trip prediction for 249 dwellings, distribution to 2011 Census Origin/Destination outbound commuting from Wilts 040

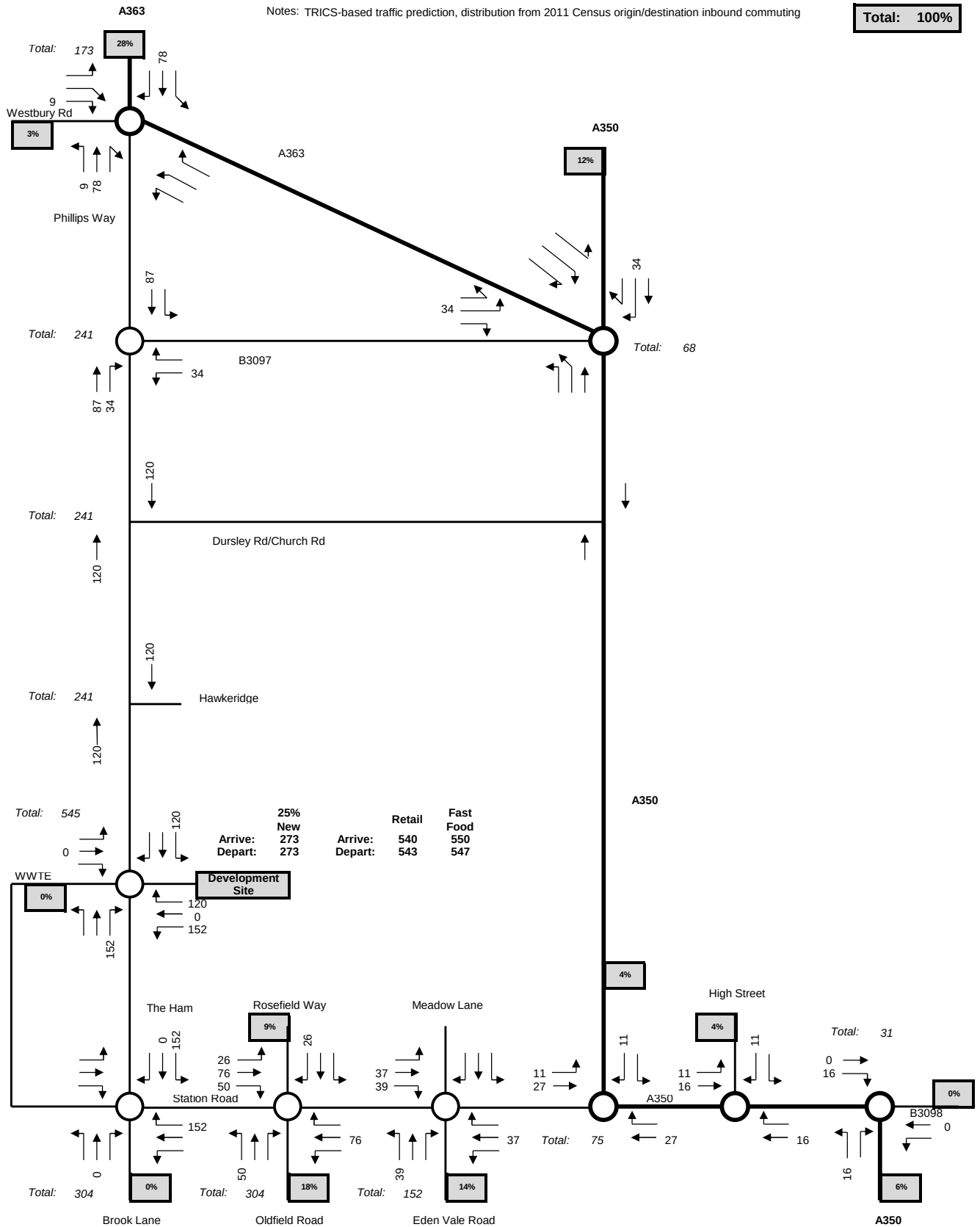
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Notes: TRICS-based traffic prediction, distribution from 2011 Census origin/destination inbound commuting

Total: 100%



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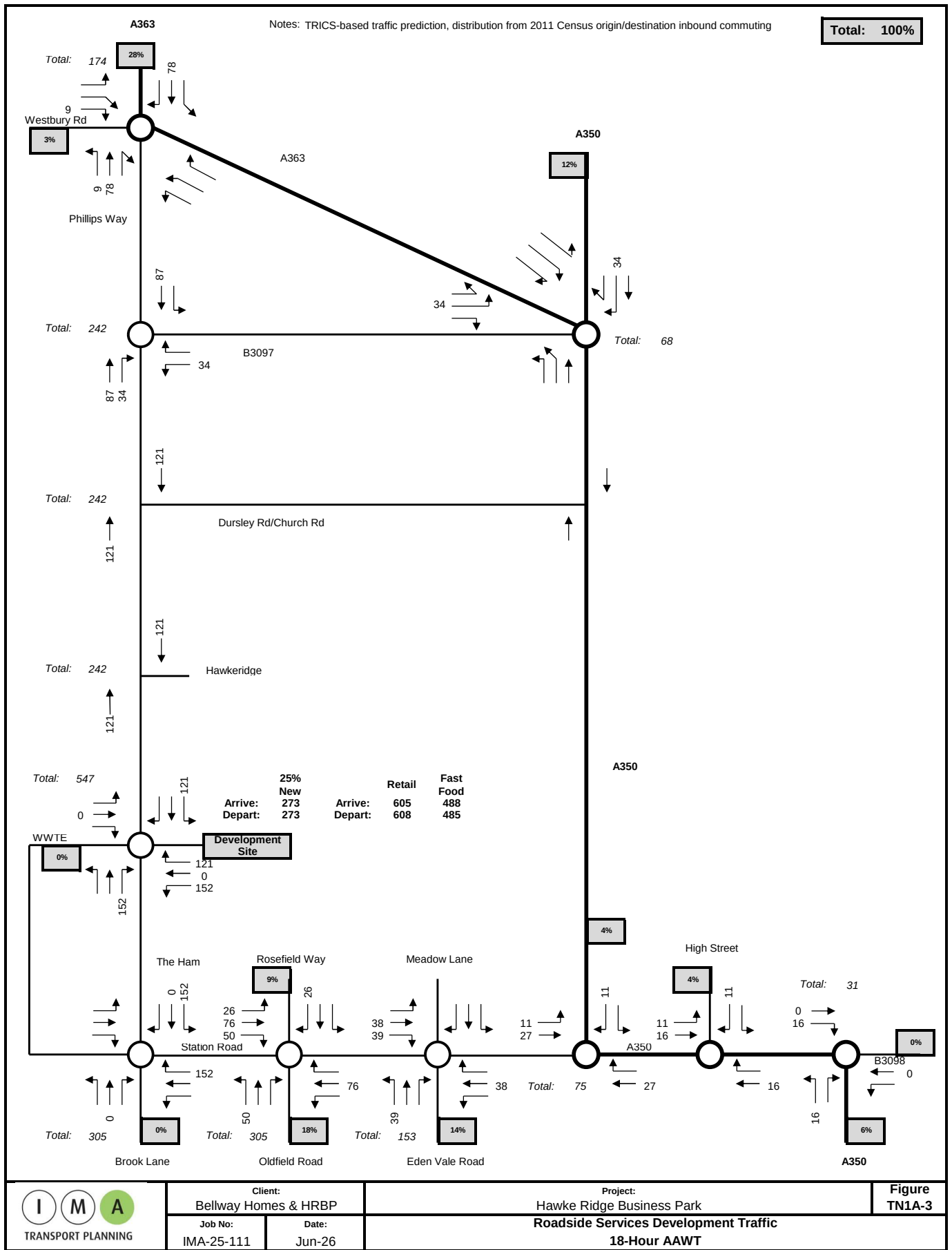
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Jun-26

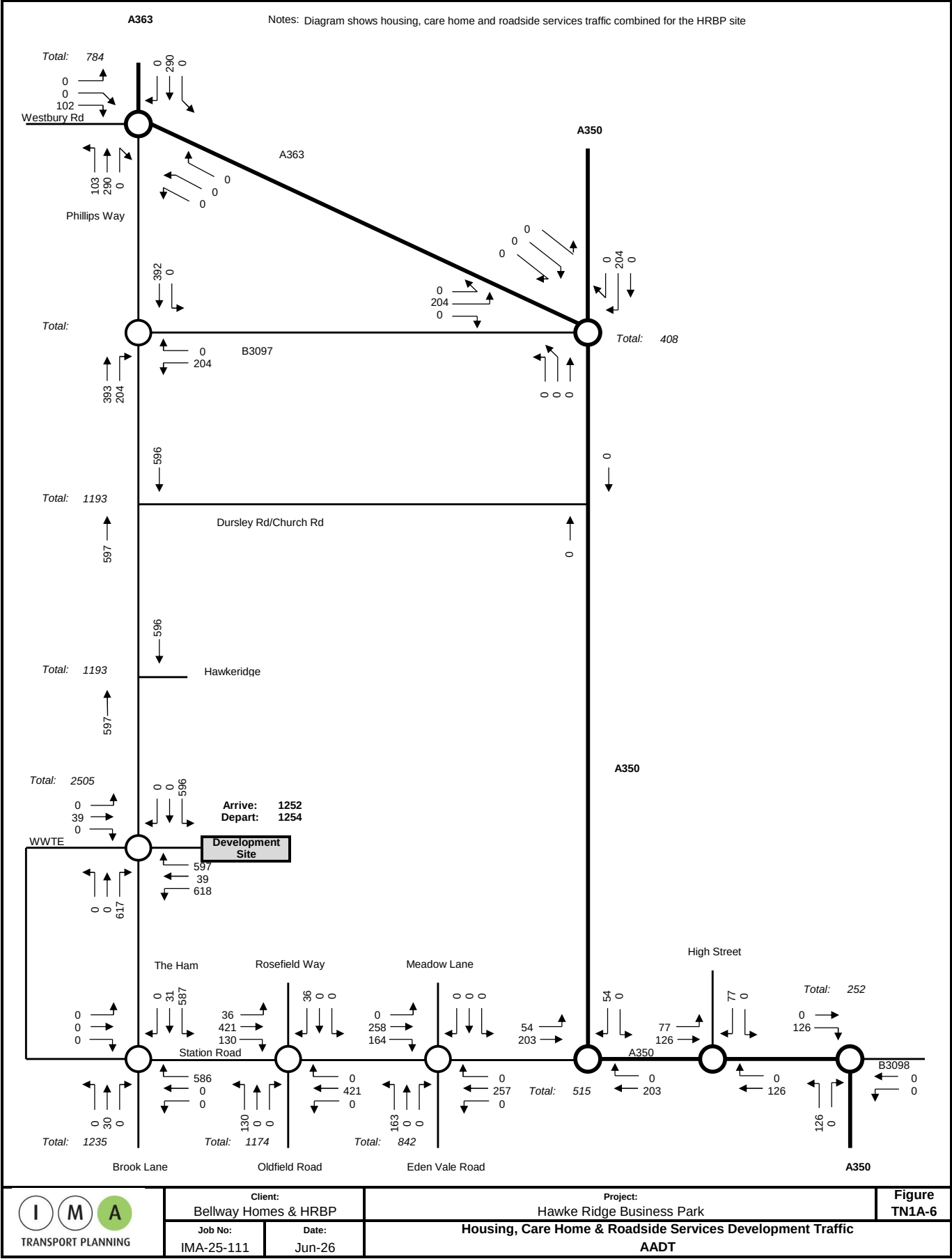
Project:
Hawke Ridge Business Park

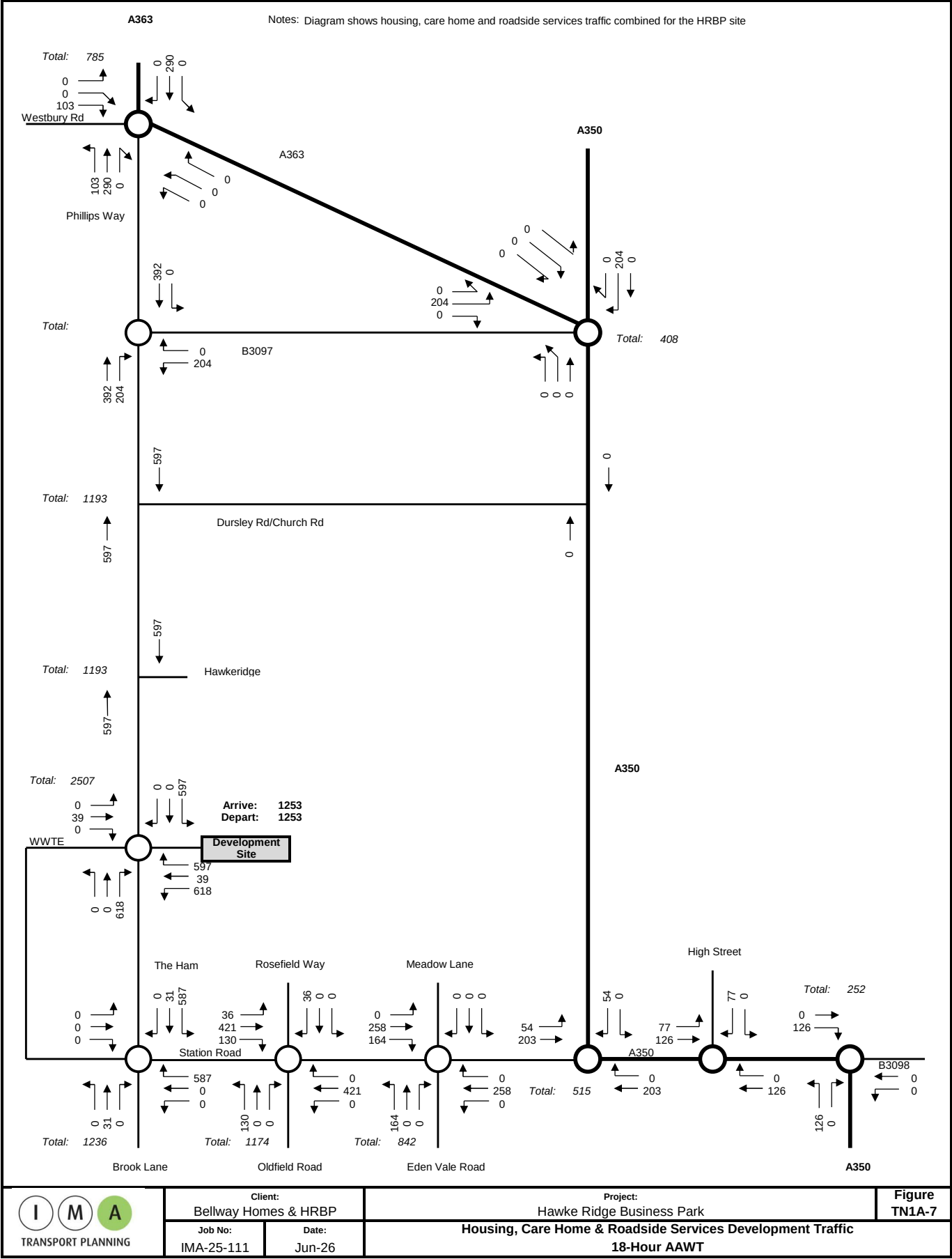
Roadside Services Development Traffic

AADT

Figure
TN1A-3







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A

TRANSPORT PLANNING

Client:

Bellway Homes & HRBP

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Project:

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Housing, Care Home & Roadside Services Development Traffic

18-Hour AAWT

Figure

TN1A-7

