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Highways & Transport Technical Note

Client: J West Developments Ltd

Project: Guest Farm, Rixon Gate, Ashton Keynes

Date: March 2026



Document Control Form

Client: J West Developments Ltd
Project Title: Guest Farm, Rixon Gate, Ashton Keynes

Document type: Technical Note
Document Date: March 2026

Project No/Ref: 211368-01
Document Status: Final

Doc Ref: 211368-01 Guest Farm, Ashton Keynes – Highways & Transport

Document Approval

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Document Issue

Issue Date and History	Draft	22 December 2025
	Final	25 March 2026
Distribution	External	J West Developments Ltd McLoughlin Planning Ltd
	Internal	File

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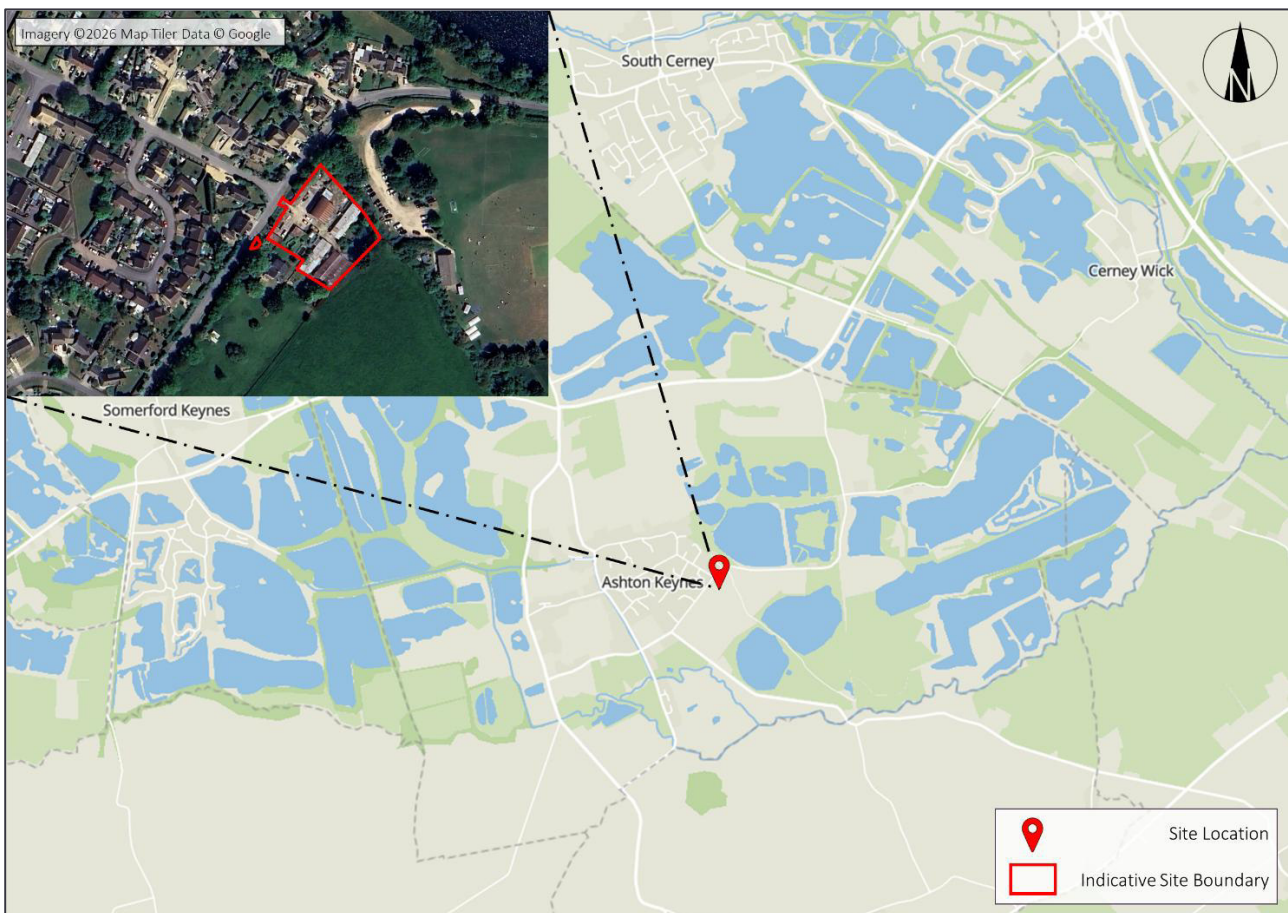
1. Introduction

1.1 Overview

This Highways & Transport Technical Note (TN) has been prepared by The Transportation Consultancy Ltd ('ttc') for J West Developments Ltd (the applicant) to support an application for the demolition of redundant farm buildings, construction of four residential dwellings to be served off an existing access and the creation of a new private drive to serve the vendor at Guest Farm. The proposed development is set to be on land to southeast of Rixon Gate, Ashton Keynes, Wiltshire.

Figure 1.1 outlines the location of the proposed development.

Figure 1.1 Site Location



1.2 Pre-Application Enquiry

This section of the TN outlines the previous planning history associated with the land within the red line boundary which the proposed development is situated.

In March 2025 pre-application advice was sought from Wiltshire Council (WC) in the role of Local Planning Authority (LPA) to ascertain the Council's views on whether they would be supportive of the proposed redevelopment of Guest Farm, Ashton Keynes for the construction of four residential detached dwellings.

With regards to transport and highways, the Pre-app response stated: *“The site is not to be considered to be within an unsuitable location for a small-scale residential development. Although outside of the village settlement boundary future residents would be able to secure safe access to village services by a range of transport modes”*. Furthermore, the pre-app response states *“the local highway authority (LHA) have reviewed the proposal and appear to be offering no in principle objection. However, they appear to be accepting that the site has more than one existing vehicular access which does not appear to be the case. A dropped kerb near to the northern point of the site appears to be associated within the pedestrian access into the Rec. grounds rather than the proposed development site. Creating a new access would be problematic as suggested above. Widening of the existing access would be the preferred option (also in visual terms) as the road is relatively straight and the access would be set away from the recreation ground access where pedestrian movements would be more frequent. The existing access is also relatively free of existing vegetation (with any existing appearing to be within the site rather than third-party land) so achieving and maintaining visibility splays appears much more feasible. The creation of a new footway within the public highway along part of the site frontage appears feasible subject to a s.278 agreement between the Applicant and LHA”*.

1.3 Purpose of the Report

The report should be read in conjunction with the suite of documents which accompany the Planning Application. This TN has been prepared with reference to the National Planning Policy Framework (NPPF) 2024 and Planning Practice Guidance (PPG).

PPG states that the following should be addressed:

- The planning context of the development proposal
- Appropriate study parameters (i.e. area, scope and duration of study)
- Assessment of public transport capacity, walking/cycling capacity and road network capacity
- Road trip generation and trip distribution methodologies and/or assumptions about the development proposal
- Measures to promote sustainable travel
- Safety implications of development; and,
- Mitigation measures (where applicable) – including scope and implementation strategy

The purpose of this report is to examine the transport implications arising from the proposals on the local highway network.

1.4 Structure of Report

This TN is structured as follows:

- **Chapter 2:** Describes the existing situation, the surrounding local highway network as well as identifying the sustainable transport options and any existing highway safety concerns;
- **Chapter 3:** Determines the Local and National Policy context in relation to the proposed development;
- **Chapter 4:** Describes the development proposals including access arrangements, parking and servicing arrangements;
- **Chapter 5:** Considers the proposed travel demand and impact of the development;

- **Chapter 6:** Summarises the findings of the report.

2. Existing Situation

2.1 Introduction

This section of the TN outlines the existing conditions within proximity of the proposed development, including the local road network, sustainable transport options, and a review of highway safety.

2.2 Site Location and Context

The application site is located to the southeast of Ashton Keynes, Wiltshire. The proposed development is bound to the northwest by Rixon Gate, to the north by Bradstone Sports Ground, while the remaining edges to the south and southeast are bound by agricultural land.

Figure 2.1 sets out the proposed developments location in the context of the local area.

Figure 2.1 Site Context Map



2.3 Existing Barn Use

The application site comprises a series of former agricultural buildings associated with Guest Farm, which are now redundant and in a poor state of repair. The site historically functioned as part of a working farm, although this use ceased over 20 years ago. More recently, the site accommodated a low intensity rural enterprise, including dog kennels and small-scale pet related retail activities, which are understood to have ceased approximately 15 years ago.

At present, the site is effectively inactive and does not generate any regular vehicular movements. As such, the existing baseline traffic associated with the site is considered to be negligible. Notwithstanding this, any extant lawful use of the site, including agricultural or rural commercial activity, has the potential to generate occasional vehicle movements, including light goods, service vehicles and agricultural vehicles.

2.4 Local Highway Network

Rixon Gate

Rixon Gate is a two-way single carriageway road which routes in a southwest to northeast alignment along the northwestern boundary of the application site. Rixon Gate provides a link between Happy Land approximately 400m to the south of the proposed site and the B4696 approximately 2km to the north.

Within the vicinity of the village of Ashton Keynes, Rixon Gate is subject to a 30mph speed limit transitioning to the national speed limit at the edge of the village to the east of the Sports Ground. Intermittent street lighting is provided on Rixon Gate toward the southeast toward Four Acre Close and The Mead.

With regards to footway provision, a grasscrete block footway commences close to the existing site access and provides a connection to the neighbouring Sports Ground. It is acknowledged that due to the rurality of the location and historic nature of Ashton Keynes, footway provision is intermittent but usable.

Kent End

Kent End is a two-way single carriageway road which routes in an east to west alignment to the west of the proposed development. Kent End routes from a priority junction with Rixon Gate at its southeastern extent and then transitions to Back Street at its western extent. Along the full extent of Kent End a 30mph speed limit is in place. A footway commences on the eastern side of Kent Road for c.40m toward Ashfield. From here, a wider footway network can be accessed. Intermittent street lighting is provided on Kent End.

2.5 Baseline Traffic Conditions

An independent traffic surveyor was instructed to install an Automatic Traffic Count (ATC) in order to ascertain the recorded speeds and traffic volumes along Rixon Gate. The ATC captured data between 15 – 21 October 2025 and was installed c.50m to the southwest of the existing site access. **Figure 2.2** illustrates the location of the ATC installed on Rixon Gate. **Table 2.1** provides a summary of the data captured.

Table 2.1 ATC Data Summary – Rixon Gate

Time Period	Traffic Flow/Speed by Direction		
	Northeast bound	Southwest bound	Two-way
Volumetric Data			
Weekday Average Network AM Peak Period (08:00 – 09:00)	35	32	67
Weekday Average Network PM Peak Period (17:00 – 18:00)	33	42	75
5-day AADT	384	753	1,137
7-day AADT	371	660	1,031
Speed Data			
7-day 85 th Percentile Speed	30.4mph	33.5mph	-
7-day Average Speed	24.4mph	26.5mph	-

Figure 2.2 ATC Location – Rixon Gate



2.6 Sustainable Transport Connectivity

The following section has been prepared with reference to the following best practice and guidance documents:

- CIHT (2000) Providing Journeys on Foot;
- CIHT (2014) Planning for Cycling;
- CIHT (2015) Planning for Walking;
- CIHT (2018) Buses in Urban Developments;
- DCLG (2007) Manual for Streets; and,
- DfT (2020) Local Transport Note 1/20: Cycle Infrastructure Design

Walking and Cycling

Walking and Cycling form sustainable modes of transport which not only provide benefits but help to reduce the amount of congestion and pollution within the area.

It is generally considered that 2km for walking (25-minute journey) and 8km for cycling (30 minutes journey) are acceptable distances to travel to work or nearby facilities and amenities. These distances are illustrative, will vary by individual according to their personal mobility and fitness, and will be influenced by their perception and prejudices on such factors such as local topography and attitude towards travel modes.

The *Manual for Streets* (MfS) reinforces this advice, stating “*walkable neighbourhoods*” should have a range of facilities within 800m (a 10-minute walk). However, this is not regarded as an upper limit for walking journeys and MfS notes that walking offers the greatest potential to replace short car trips, in particular those under 2km.

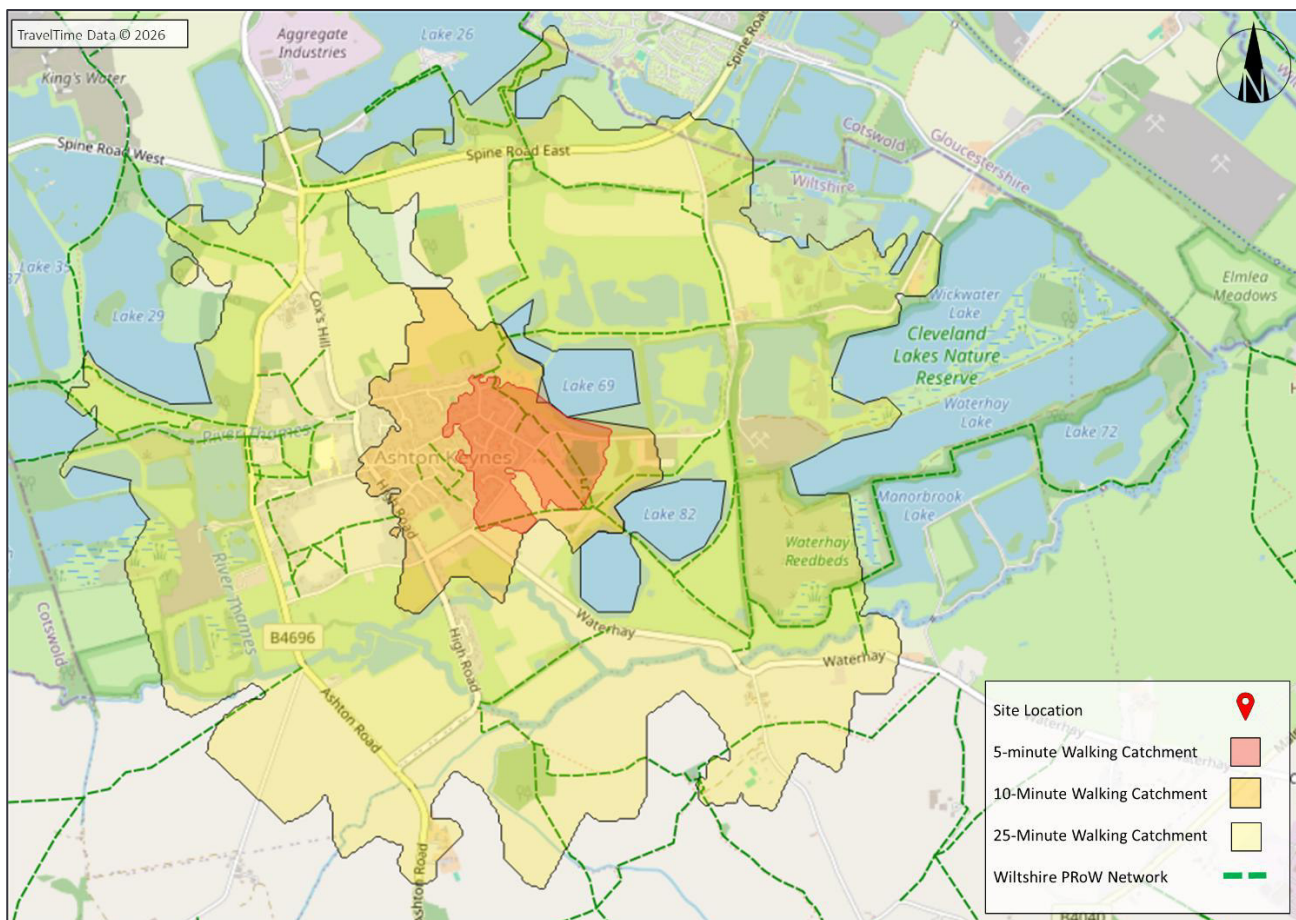
As such, it is reasonable to assume that the average person will walk between 800m and 2.4km to a defined destination (such as local facilities).

With regard to walking, the local environment surrounding the application site has a network of permeable footways, which provide convenient and safe access to/from the proposed development. The footways are contiguous, hard surfaced and generally in good condition. The footway network provides pedestrian access to surrounding destinations where numerous services and amenities are located.

Additionally, the proposed site benefits from access to the surrounding local Public Right of Way (PRoW) network, of which PRoW AKEY22 routes in an east to west alignment across the proposed site providing a link between the village and PRoW AKEY19 which connect to the wider Wiltshire PRoW network.

An illustration of the 5-minute, 10-minute and 25-minute walking isochrones is illustrated within **Figure 2.3** below. It is evidenced that future residents can access the entirety of Ashton Keynes within a 25-minute journey by foot and key village amenities located on High Road within 10-minutes.

Figure 2.3 Walking Isochrones



Cycling also provides the opportunity as a substitute for a short car journey, with the CIHT document, *Planning for cycling* stating:

“The majority of cycling trips are for short distances, with 80% being less than five miles (8km) and with 40% being less than two miles. However, many trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a)”

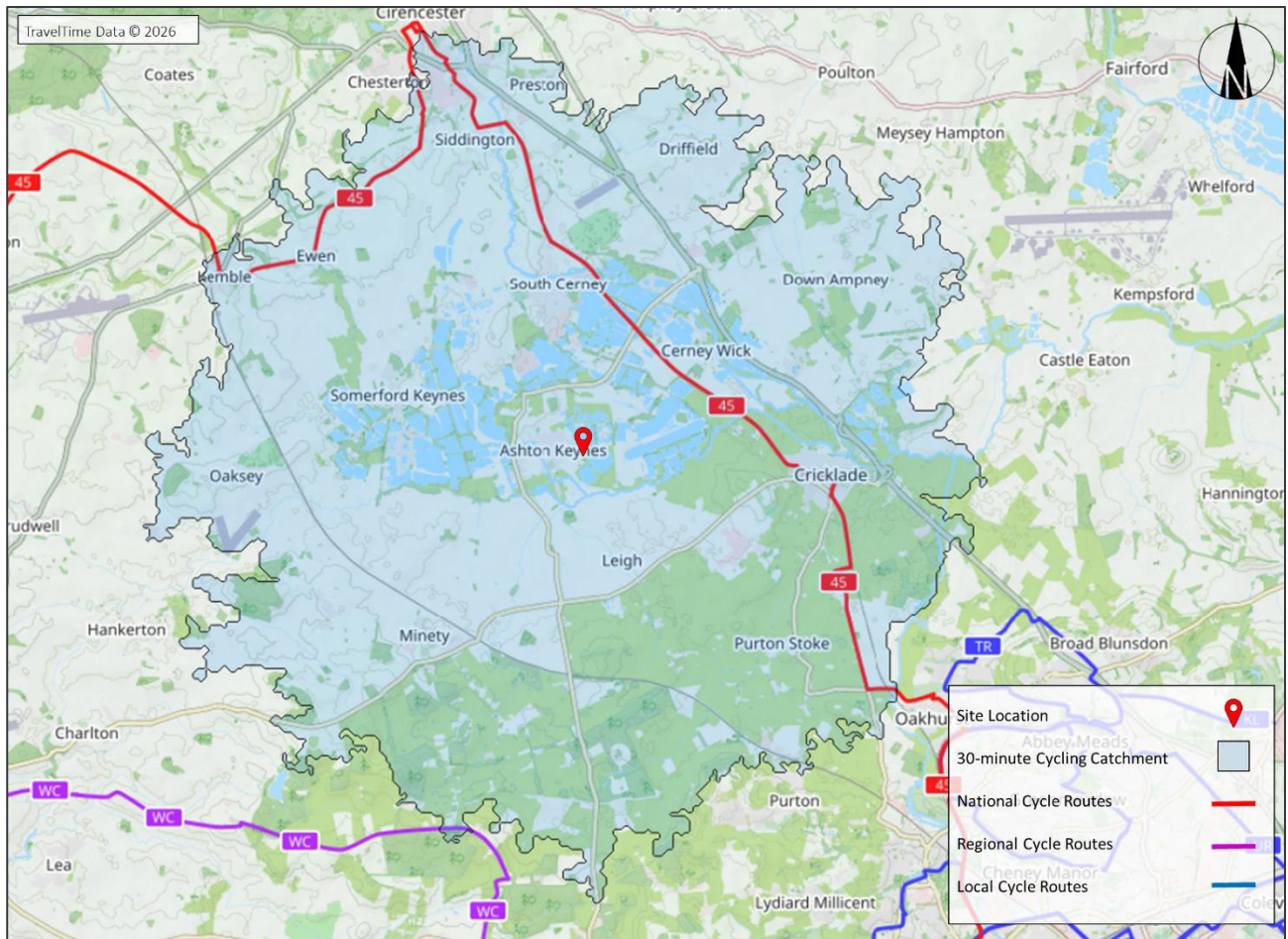
In respect of acceptable cycle distances, Local Transport Note 1/20: *Cycle Infrastructure Design* published by Department for Transport (DfT), states that “Two out of every three personal trips are less than five miles (8km) in length – which is an achievable distance to cycle for most people”.

Table NTS0303 of the NTS indicates that the average cycle trip distance in 2024 was 3.3 miles (5.31km).

As such, it is reasonable to assume that the average person will cycle between 5.0km and 8.0km to a defined destination (such as local facilities).

In terms of cycling, access to the National Cycle Network (NCN) is situated approximately 3km to the north of the proposed development, NCN 45 provides future residents with a traffic-free route between Cricklade and South Cerney. Beyond this NCN 45 provides a suitable cycling route between Swindon to the south and Cirencester to the north. **Figure 2.4** below outlines the 30-minute cycling catchment from the proposed development.

Figure 2.4 30-minute Cycling Isochrone



Bus Services

Within the vicinity of the proposed development there are several bus stops within walking distance. The closest bus stops are the 'Happy Land' stop located c.600m (8-minute walk) to the south of the proposed site. Additional bus stops are located adjacent to Ashton Keynes village hall approximately 800m (11-minute walk) to the west of the proposed development. The 'Village Garage' stops can be accessed via lit footways along Kent End and Eastfield Road. Whilst services are limited, they are available and typical of rural locations such as Ashton Keynes. A summary of the bus services that operate from the stops are provided within **Table 2.2** below.

Table 2.2 'Happy Land' Bus Service Summary

Bus Stop	Service No.	Route	Weekday Frequency	Saturday Frequency	Sunday Frequency
Ashton Keynes Happy Land (S-bound)	C54	Lower Minety, The Crossroads – Cirencester College Grounds	Once per day (08:01)	N/a	N/a
Ashton Keynes Happy Land (N-bound)	C54	Cirencester College Grounds -Lower Minety, The Crossroads	Once per day (16:56)	N/a	N/a

Bus Stop	Service No.	Route	Weekday Frequency	Saturday Frequency	Sunday Frequency
Ashton Keynes Opp village hall	93A	Malmesbury to Cirencester	Once per day (11:34)	Once per day (11:34)	N/a
Ashton Keynes Adj village hall		Cirencester to Malmesbury	Once per day (14:05)	Once per day (14:05)	N/a
Ashton Keynes Opp village hall	PA2	Ashton Keynes to Pate's Grammar School Cheltenham	Once per day (07:15)	N/a	N/a
Ashton Keynes Adj village hall		Pate's Grammar School Cheltenham to Ashton Keynes	Once per day (16:53)	N/a	N/a

(Source www.bustimes.org)

2.7 Accessibility to Local Services and Facilities

The site's accessibility and sustainable credentials are judged against the Institute of Highways and Transportation (IHT) *Guidelines for providing for Journey on Foot* (2000) in relation to acceptable walking distances to services and facilities.

Table 2.3 summarises the desirable, acceptable, and preferred maximum walking distances to local community facilities and services.

Table 2.3 Recommended Accessibility Thresholds

Threshold Classification	Town Centre	Community / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

Source: IHT (2000), *Guidelines for Providing Journeys on Foot*, IHT, London

The key local services and facilities within the vicinity of the proposed development are outlined within **Table 2.4**, alongside their respective distances from the centre of the site. These distances are compared with the recommended accessibility thresholds detailed within **Table 2.3**.

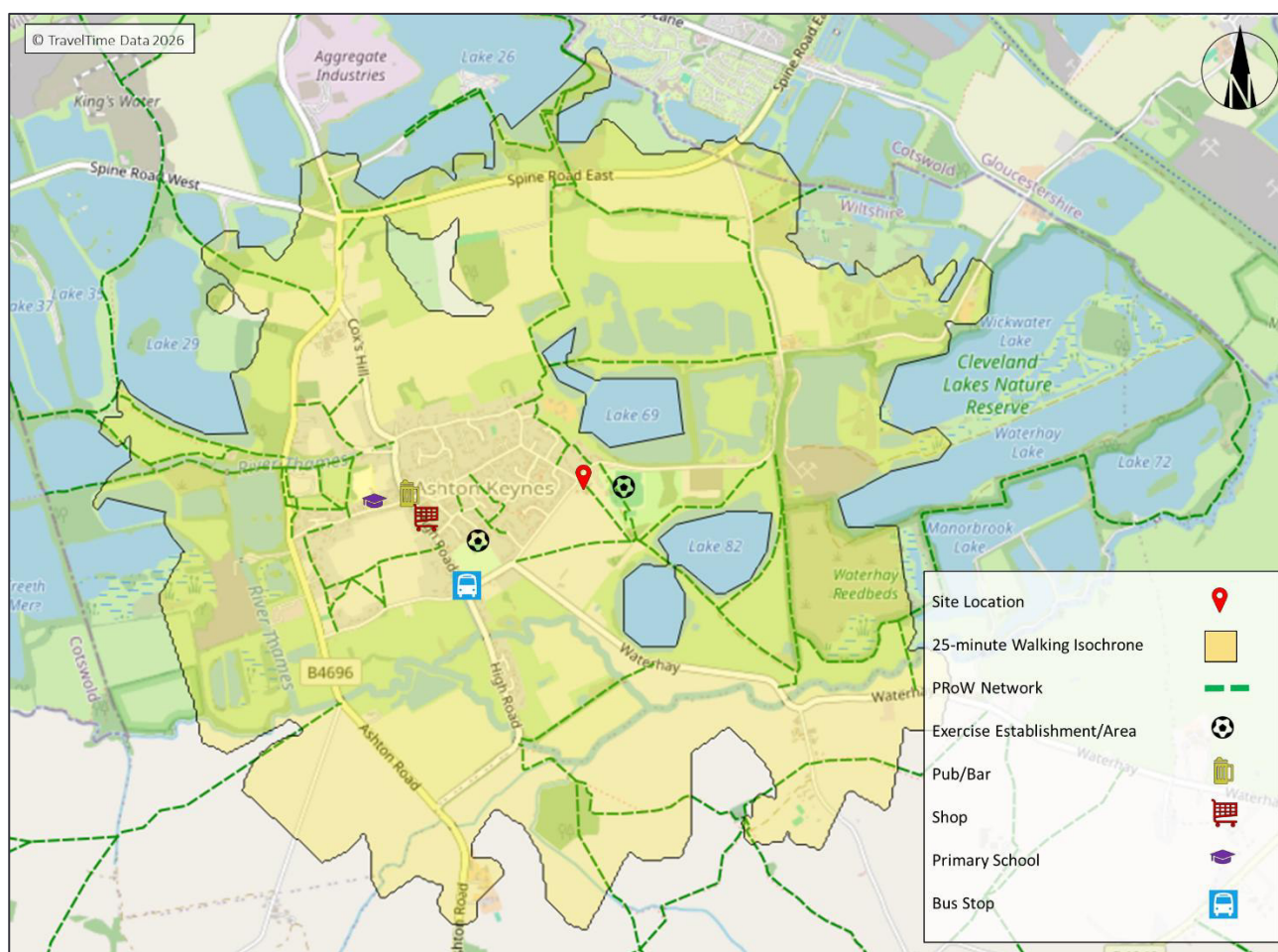
Table 2.4 Site Proximity to Local Services and Amenities

Service/Amenity	Distance	Walk Time	Threshold Classification
Bradstone Sports Ground	230m	3 minutes	Desirable
Ashton Keynes Tennis Club	750m	10 minutes	Acceptable
White Heart Inn (Public House)	800m	11 minutes	Acceptable
Ashton Keynes Village Hall	850m	10 minutes	Acceptable
The Village Shop	850m	10 minutes	Acceptable
Ashton Keynes C of E Primary School	950m	13 minutes	Acceptable

Table 2.4 indicates there are several facilities within a ‘desirable’ and ‘acceptable’ walking distance of the proposed development, including a primary school, pubs, sports centres and a village shop. This will ensure that future residents are less reliant on using a private vehicle for everyday needs and reinforces the MfS “walkable neighbourhoods”.

Figure 2.5 below outlines the location of the services and amenities within a 25-minute walking distance.

Figure 2.5 Local Services & Amenities within 25-minute walking catchment



2.8 DfT Connectivity Tool

The DfT 'Connectivity Tool Lite' is a publicly accessible, nationally consistent platform that measures the connectivity of any location in England and Wales. The tool generates a connectivity score for every location across England and Wales at a resolution of 100x100m squares, measuring people's ability to reach employment, services and social engagements using walking, cycling and public transport. The tool has been extensively tested with over 40 local authorities and key stakeholders to ensure it is fit for purpose and applicable in real world policy making and decision taking.

The connectivity metric measures an individual's ability to access key destinations, including employment, services and social opportunities, weighted by people's overall propensity to use different modes. Connectivity scores are assessed across walking, cycling, public transport and driving, with the default overall score excluding driving to reflect sustainable travel choices.

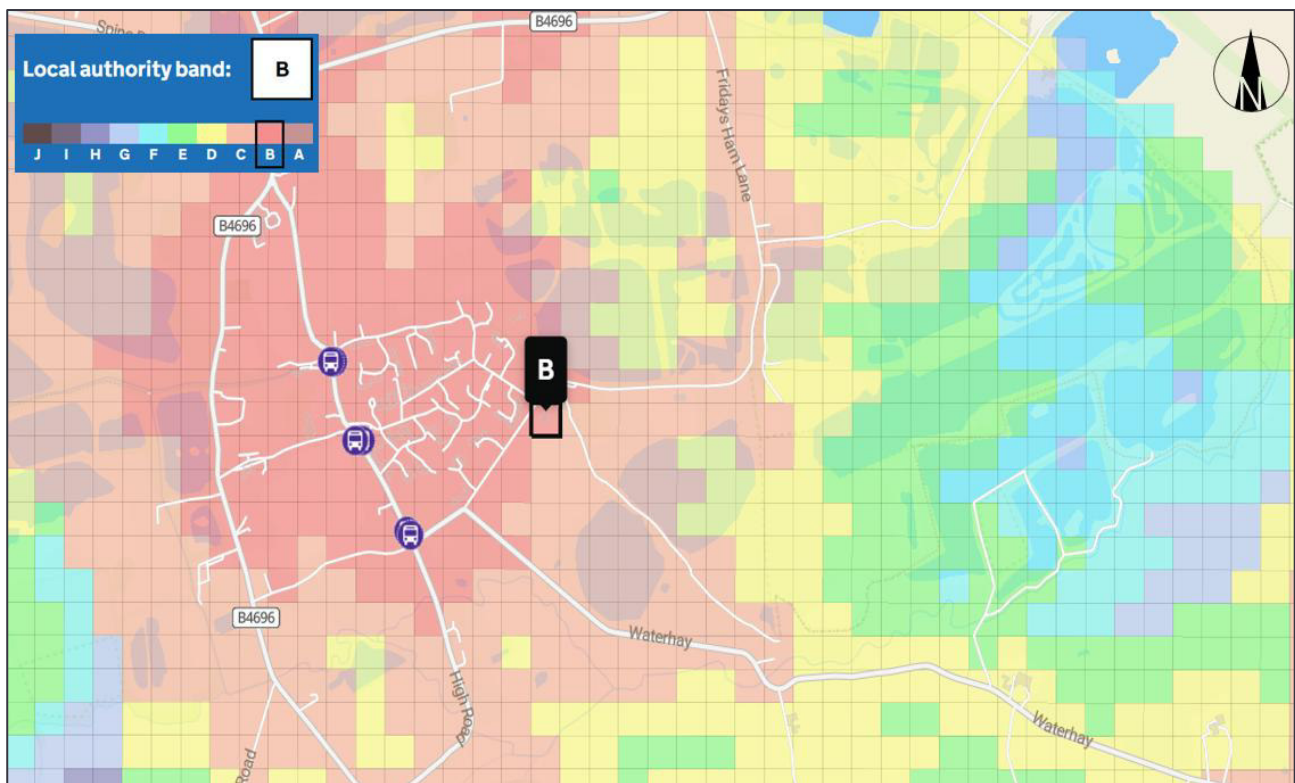
The Connectivity Tool Lite was applied to the proposed development site at Guest Farm, Rixon Gate, Ashton Keynes and returned an overall connectivity score of 25 (out of 100). Whilst this score reflects the rural nature of the site, it is important to consider performance relative to the local authority area. In this respect, the site is classified within Local Authority Band B, which indicates that it is comparatively well connected when benchmarked against other locations within the local authority area.

Local Authority Banding provides a more appropriate measure of accessibility in rural contexts, where absolute connectivity scores are typically lower due to the spatial distribution of services and public transport provision. The Band B classification demonstrates that, notwithstanding its rural setting, the site performs strongly in accessibility terms relative to comparable locations.

This indicates that future occupants would have reasonable access to key destinations by a range of transport modes, and that the site represents a sustainable location within its local context.

An extract of the Connectivity Tool is provided in **Figure 2.6**.

Figure 2.6 DfT Connectivity Tool Extract



2.9 Personal Injury Accident (PIA) Data

Personal Injury Accident (PIA) data has been extracted from Crashmap (<https://www.crashmap.co.uk/>), the data is collected by the police and is approved by the National Statistics Authority (NSA) and audited by the Department for Transport (DfT) each year.

The purpose of assessing recorded PIAs is to determine whether there is history of accidents in proximity to the proposed development and to investigate whether there are any patterns or contributing factors to the accidents recorded. Clusters of accidents could indicate that improvements are required to enable the proposed development to come forward.

The impact of casualties differs according to the severity of the injury sustained. Three groups are usually differentiated as follows:

- **Fatal:** any death occurs within 30 days from causes arising out of the accident;
- **Serious:** records casualties who require hospital treatment and have lasting injuries, but who do not die within the recording period for a fatality;
- **Slight:** where casualties have injuries that do not require hospital treatment, or, if they do, the effects of the injuries quickly subside.

The assessment considers key links and junctions within the search cordon illustrated in **Figure 2.7** between 2020 – 2024. Data for 2025 is yet to be released and published on the Crashmap database.

Figure 2.7 Highway Safety – Collision Summary (2020-2024)



A review of the Crashmap database has identified that there have been no PIAs within the search cordon over a 5-year period. It can therefore be concluded that the proposed development is not expected to exacerbate the volume or severity of accidents on the network in consideration of the collision rate and the sustainable credentials of the site and potential for future residents to make more use of active travel and public transport services.

2.10 Summary

The site is located on the edge of Ashton Keynes and benefits from proximity to a range of day-to-day services and facilities within the village, including a primary school, local shop, community facilities and recreational uses, all of which are accessible within reasonable walking distance.

It is acknowledged that, consistent with the rural nature of the area, opportunities for travel by public transport are limited, with infrequent bus services operating within the vicinity of the site. However, this is typical of settlements of this scale and does not preclude the site from representing a sustainable location in the context of national and local planning policy.

In this regard, the site's accessibility should be considered in the round, with particular weight given to its relationship with the existing settlement, the availability of local facilities within walking distance and the opportunity to undertake short trips by active modes. The scale of development is also modest, further limiting reliance on the private car and ensuring that any additional travel demand is minimal.

The site also benefits from access to the local Public Right of Way network, providing additional opportunities for pedestrian movement and recreational walking.

Overall, whilst the site is situated within a rural context where some reliance on the private car is to be expected, it nonetheless represents a sustainable location for a small-scale residential development, consistent with the approach set out within the NPPF.

Following a review of the existing site conditions, it can be concluded that the proposed development is:

- Well connected to the surrounding highway, footway and cycle network;
- Situated within walking distance of existing bus stops which provide daily access to local and regional destinations;
- Situated within walk distance of local services and facilities within recommended walking distances, which will cater for day-to-day requirements; and,
- Not expected to exacerbate highway safety concerns where a low collision rate is evidenced over a five-year period.

3. Policy Context

This chapter of the TN outlines the relevant national and local policy guidelines that the application site contributes to.

The policies are as follows:

- National Planning Policy Framework (December 2024);
- National Planning Policy Framework: Draft Text for Consultation (2025);
- National Planning Practice Guidance (2024);
- Wiltshire Local Plan (June 2019);
- Wiltshire Core Strategy;
- Ashton Keynes Neighbourhood Plan; and,
- Wiltshire Local Transport Plan.

3.1 National Planning Policy

National Planning Policy Framework (NPPF)

In December 2024, the Department for Levelling Up, Housing and Communities published the revised National Planning Policy Framework, which sets out the Government's planning policies for England and how these should be applied.

The NPPF provides a framework within which locally prepared plans for house and other development can be produced. The NPPF must be considered in the preparation of local and neighbourhood plans and is material consideration in planning decisions.

Notably the core revisions do not involve transport. As a result, due considerations have been given to the recently revised NPPF however, the fundamental transport and highways planning principles remain unchanged.

The NPPF sets out the government's planning policy for England, and how these are expected to be applied, stating all developments generating significant amounts of movement should be supported by a Transport Assessment (TA) or Transport Statement (TS), alongside a Travel Plan (TP). Within the NPPF, it is suggested that an economic, social, and environmental objective should be at the heart of the planning process.

Significant developments should be focused on being sustainable, this can be done through limiting the need to travel and offering a genuine choice of transport modes.

The NPPF states (Para. 111, pg. 31) that planning policies should:

- *"Support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities;*
- *Be prepared with the active involvement of local highways authorities, other transport infrastructure providers and operators and neighbouring councils, so that strategies and investments for supporting sustainable transport and development patterns are aligned;*

- *Provide for attractive and well-designed walking and cycling networks with supporting facilities such as secure cycle parking, Local Cycling and Walking Infrastructure Plans”.*

Within this context, new developments should (Para 117, pg. 33)

- *“Give priority first to pedestrians and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- *Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- *Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- *Allow for the efficient delivery of goods, and access by service emergency vehicles; and*
- *Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.*

Paragraph 116 states that:

- *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.*

Paragraph 118 concludes that all developments expected to generate significant amounts of movement should provide a TP, and applications should also be supported by a TS or TA to assess the likely impacts of the proposals.

The proposed development has been designed in accordance with the NPPF guidelines, and this TN demonstrates that the development proposed accords and aligns with the objectives of the NPPF, the creation of highly sustainable development with access to walking, cycling and public transport networks and local amenities.

National Planning Policy Framework: Draft Text for Consultation (2025)

Whilst not currently adopted policy, this consultation document, published in December 2025, seeks views on revised national planning policy to support wider objectives and reflects the direction of travel of national planning policy.

Chapter 15 relates to ‘Promoting sustainable transport’ and focuses on a vision-led approach to transport. Policy TR4 states that transport considerations should be an integral part of development including:

- Giving priority first to pedestrian and cycle movements to facilitate easy access to public transport;
- Incorporate facilities to support this prioritisation;
- Ensure streets are safe, inclusive and attractive for all users;
- Allows for the efficient servicing which does not compromise place-making principles; and
- Provide a suitable number of parking spaces alongside plug-in vehicle charging.

Policy TR6 concludes that all developments expected to generate significant amounts of movement should provide a Travel Plan (TP).

Policy TR6 continues to states that:

“All development proposals should be capable of proceeding without having a severe adverse impact on the transport network (in terms of capacity and congestion, including cumulative impacts), or an unacceptable impact on highway safety, taking into account any mitigation measures proposed as well as any wider network improvements. In assessing potential impacts, all reasonable future scenarios should be considered, taking into account impacts at different times of the day, potential cumulative impacts, multimodal trip generation and the promotion of sustainable modes of travel, and realising the transport vision for the development itself.”

Whilst the draft NPPF is not yet adopted, the proposed development has been designed in accordance with the guidelines, including following a vision-led approach to transport.

National Planning Policy Guidance (2024)

The NPPG was published in 2012 and most recently revised in 2024. The updated guidance aims to facilitate the development of a robust and well thought out site, enabling an assessment of the transport impacts of both existing and proposed developments. The guidance can inform sustainable approaches to transport. A strong assessment will establish evidence that may be useful in:

- Improving the sustainability of transport provision;
- Enhancing the levels of accessibility;
- Creating a choice amongst different modes of transport;
- Improving health and well-being;
- Supporting economic vitality;
- Improving public understanding of the transport implications of development.
- Enabling other highway and transport authority’s/service providers to support and deliver the transport infrastructure that conforms to the Local Plan; and
- Supporting local businesses and the regional economy.

3.2 Local Planning Policy

Wiltshire Local Transport Plan 2011-2026

Wiltshire’s Local Transport Plan steers the implementation of national transport policies at the local level. As a strategic document, the LTP does not contain details of schemes. Rather, it sets out a long-term transport strategy, a shorter-term implementation plan and number of supporting strategies.

Additionally, Wiltshire’s LTP outlines the county’s vision for transport stating *“To develop a transport system which helps support economic growth across Wiltshire’s communities, giving choice and opportunity for people to safely access essential services. Transport solutions will be sensitive to the built and natural environment, with a particular emphasis on the need to reduce carbon emissions.”*

The strategic transport objectives which primarily relate to reducing carbon emissions are as follows:

“SO2 To provide, support and promote a choice of sustainable transport alternatives

SO11 To reduce the level of air pollutant and climate change emissions from transport

SO13 To reduce the need to travel, particularly by private car.”

The strategic transport objectives which primarily relate to improving quality of life and healthy natural environment are as follows

“SO3 To reduce the impact of traffic on people’s quality of life and Wiltshire’s built and natural environment

SO7 To enhance Wiltshire’s public realm and street scene

SO17 To improve access to Wiltshire’s countryside and provide a more useable public rights of way network

SO18 To enhance the journey experience of transport users.”

The proposed development of four residential dwellings at Guest Farm represents a proportionate and sustainable form of development that accords with the objectives of the Wiltshire Local Transport Plan. The site is located adjacent to the built edge of Ashton Keynes, providing future residents with the opportunity to access local services and facilities by walking and cycling, thereby supporting a choice of sustainable transport modes in line with Strategic Objective SO2. The redevelopment of a previously developed farmstead also ensures that travel demand is limited and localised, consistent with SO13, whilst the small scale of the development is unlikely to result in any material changes in traffic or associated emissions, aligning with SO11. Furthermore, the proposal utilises an existing access and integrates with the surrounding environment without adverse impact, thereby supporting objectives relating to quality of life, public realm and the natural environment, including SO3 and SO18.

Wiltshire Core Strategy

The Wiltshire core strategy outlines the spatial vision and strategic objectives for Wiltshire. The six objectives are as follows:

- Strategic Objective 1: Delivering a thriving economy
- Strategic Objective 2: Addressing climate change
- Strategic Objective 3: Providing everyone with access to a decent, affordable home
- Strategic Objective 4: helping to build resilient communities
- Strategic Objective 5: Protecting and enhancing the natural, historic and built environment
- Strategic Objective 6: Ensuring that adequate infrastructure is in place to support our communities

With regards to Strategic Objective 3 the core strategy states *“This strategy makes provision for at least 42,000 new homes in Wiltshire in the plan period from 2006 to 2026. It sets out a plan for an appropriate mix of types, sizes and tenures, particularly to address affordable housing needs, and will ensure a continuous supply of housing over the plan period that is aligned with job growth and the delivery of infrastructure.*

The proposed development of four residential dwellings at Guest Farm is consistent with the strategic objectives of the Wiltshire Core Strategy. The scheme will contribute to the delivery of new housing in accordance with Strategic Objective 3, supporting the provision of homes within a sustainable rural location and assisting in maintaining housing supply. The redevelopment of a previously developed farmstead adjacent to the settlement edge represents an efficient use of land and supports resilient communities in line with Strategic Objective 4. The small scale of development, together with its location and accessibility to local services, also supports objectives relating to climate change by promoting opportunities for sustainable travel (Strategic Objective 2). Furthermore, the proposal has been designed to integrate with its surroundings and respect the character of the area, thereby aligning with Strategic Objective 5, whilst utilising existing infrastructure and access arrangements in accordance with Strategic Objective 6.

Ashton Keynes Neighbourhood Plan

Ashton Keynes Neighbourhood Plan *“provides a vision for the future of the area and sets out clear planning policies to realise this. These policies have regard to national planning policy and advise; and are in general conformity with local strategic policy as set out in Wiltshire adopted core strategy”*

The neighbourhood plan outlines the following housing objectives:

- *“To enable people to stay in the parish throughout their lifetime by ensuring housing is available as their needs change.*
- *To ensure an adequate supply of affordable housing to meet the needs of the parish in line with the Wiltshire Development Plan and our own housing needs.*
- *To ensure the parish is not over-developed and that new development is of high-quality design, is built to a high sustainability standard and reinforces local distinctiveness.*
- *To give preferential access to affordable housing for people with a strong local connection in line with adopted Homes4Wiltshire Policy.*
- *To ensure that the design and location of new developments is resilient to the effects of climate change and flooding.”*

The proposed development is consistent with the objectives of the Ashton Keynes Neighbourhood Plan, representing a small scale and proportionate addition to the parish that will contribute towards local housing needs without resulting in over development. The scheme will provide additional residential accommodation that supports the ability for people to remain within the parish as their housing needs evolve, aligning with the Plan’s housing objectives. The development has been designed to a high-standard, reflecting the local character and distinctiveness of the area, whilst its limited scale and use of an existing farmstead ensures a sustainable and sensitive form of growth. Furthermore, the site’s location adjacent to the existing settlement and its accessibility to local services supports a sustainable pattern of development, consistent with the Plan’s objectives relating to resilience, sustainability and climate considerations.

3.3 Summary

The proposed development accords with the overarching objectives of the NPPF, representing a sustainable form of development that balances economic, social and environmental considerations. The scheme will deliver new housing in a sustainable rural location, contributing to housing supply and supporting the vitality of the local community.

In transport terms, the scale of development is modest and does not generate significant movement, such that a proportionate TN is appropriate. The site is located adjacent to the existing settlement and provides opportunities for access to local services by walking and cycling, thereby supporting the NPPF objective of minimising the need to travel and promoting a genuine choice of transport modes. The layout has been designed to safely accommodate all users, including pedestrians, cyclists and service and emergency vehicles, in accordance with Paragraph 117.

Importantly, the development is unlikely to result in unacceptable highway safety impacts, nor likely to give rise to ‘severe’ residual cumulative impacts on the road network, consistent with Paragraph 116. As such, there are no highways or transport related reasons to withhold planning permission, and the proposal is fully aligned with the sustainable transport principles set out within the NPPF.

4. Development Proposals

4.1 Overview

This chapter of the TN describes the proposed development, outlines the parking standards and provision, gives detail of the access arrangements and servicing requirements of the proposed development.

4.2 Development Description

Demolition of existing redundant agricultural buildings and redevelopment of the site to provide 4no. detached residential dwellings formed of:

- 3 x 4-bedroom detached dwellings
- 1 x 5-bedroom detached dwelling
- Utilisation and formalisation of an existing vehicular access off Rixon Gate to serve the development;
- Provision of on-plot car parking spaces in accordance with local standards;
- Provision of private garden and amenity space for each dwelling;
- Provision of a new independent vehicular access to serve the adjacent property from Rixon Gate; and,
- Retention and integration of the existing Public Right of Way (AKEY22) through the site.

A plan illustrating the proposed layout is provided in **Appendix A**.

4.3 Proposed Access Arrangements

Vehicle Access – Guest Farm

The primary access to the site will be achieved via improvements to the existing access serving Guest Farm off Rixon Gate. This access will serve the four proposed residential dwellings and will take the form of a private driveway. The access will also continue to provide vehicular access to the adjoining agricultural land and Public Right of Way AKEY22 located to the south-east of the site.

Swept Path Analysis (SPA) provided within **Appendix B** illustrates a standard car manoeuvring through both points of access.

Vehicle Access – Neighbouring Property

As part of the proposed development, the neighbouring property located to the south-west of the site will no longer obtain vehicular access via Guest Farm, and the existing arrangement will be discontinued.

To facilitate continued access, a new independent vehicular access is proposed off Rixon Gate, approximately 30m south-west of the primary site access. This will take the form of a private driveway and will serve the neighbouring property only, removing reliance on the application site for access.

Visibility Splays

The Stopping Sight Distance (SSD) from the two points of access have been calculated based on the recorded 85th Percentile Speeds and guidance outlined within *Manual for Streets* (MfS). The SSD north and south from the proposed access points are as follows:

- Northeast bound – 50m; and
- Southwest bound – 44m

Drawings provided at **Appendix B** demonstrate that SSD is achievable from both points of access within the extent of the highway boundary.

4.4 Parking Standards

Wiltshire Local Transport Plan's Car Parking Strategy outlines the parking standards for residential dwellings in Wiltshire. **Table 4.1** sets out the minimum number of spaces based on the number of bedrooms within a dwelling.

Table 4.1 Wiltshire Residential Parking Standards

Bedrooms	Minimum Spaces
1	1 Space
2 to 3	2 Spaces
4+	3 Spaces
Visitor parking	0.2 Spaces per dwellings (unallocated)

Each residential unit within the scheme will be provided with a suitable provision of parking in compliance with the aforementioned Wiltshire Residential Parking Standards.

4.5 Servicing Arrangements

Given the private-drive nature of the primary access, it is proposed that refuse collection for the four residential dwellings be conducted from Rixon Gate. Residents will be required to move their bins from their properties to a designated collection point adjacent to Dwelling 1, from where refuse collectors will transfer the bins to the refuse vehicle for kerbside collection.

5. Trip Generation & Impact

5.1 Overview

This chapter of the TN sets out the anticipated traffic generation and likely impact of the development proposal on the local road network.

5.2 Trip Generation

To determine the traffic movements that could be generated from the proposed development, a trip rate assessment has been undertaken using the industry standard Trip Rate Information Computer System (TRICS) database. TRICS is a nationally recognised database of traffic surveys covering a multitude of different development types and land uses:

Using the TRICS database, an assessment of similar sites to determine trip rates for the proposed development has been undertaken sites were selected for 'Residential – Houses Privately Owned'. The characteristics of the area have also been examined including:

- Surveys conducted in England Only;
- Survey conducted of 4-10 dwelling units;
- Surveys conducted in 'Suburban Area' and 'Neighbourhood centre'; and,
- Weekdays only.

Notwithstanding the relatively limited number of surveys returned through the TRICS filtering process, it is considered that the dataset provides an appropriate and proportionate basis for assessment. This reflects the small scale of the proposed development and the constrained availability of directly comparable sites, particularly within rural and village locations.

The selected sites are considered to represent a reasonable proxy for the proposed development in terms of scale, land use and locational characteristics, and the derived trip rates align with widely accepted expectations for low density residential development.

Furthermore, the forecast level of trip generation is very low in absolute terms, such that even allowing for a reasonable degree of variation, the conclusions of this assessment would remain unchanged. The proposals would continue to result in a negligible impact on the operation of the local highway network and would not give rise to any highway safety concerns.

On this basis, the trip rate assessment is considered to be robust and proportionate to the scale and nature of the development proposals.

Full and detailed TRICS outputs are provided in **Appendix C** with a summary of the trip rates and forecast traffic generation resulting from the development proposal outlined in **Table 5.1** below.

Table 5.1 Trip Rates and Trip Generation – Residential Dwellings

Time Range	Arrivals	Departures	Two-way
Trip Rate (per dwelling)			
AM Peak (08:00-09:00)	0.111	0.389	0.500
PM Peak (17:00-18:00)	0.167	0.111	0.278
Daily	1.834	2.003	3.837
Proposed Trip Generation (4 dwellings)			
AM Peak (08:00-09:00)	0	2	2
PM Peak (17:00-18:00)	1	0	1
Daily	7	8	15

Table 5.1 demonstrates that the scheme could generate up to 1 and 2 two-way trips within the AM and PM peaks respectively, and 15 two-way trips daily.

5.3 Traffic Impact

The forecast vehicle trips associated with the proposed development represent a robust and proportionate assessment of the likely impact on the local highway network. Given the small scale of the development, traffic generation will be limited and is unlikely to result in any material change to existing traffic conditions on the surrounding highway network.

Paragraph 116 of the NPPF states:

“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”.

As set out in **Section 2** of this TN, the site has historically operated as part of a farmstead and has more recently accommodated low intensity rural activities, establishing a lawful fallback position that could generate vehicular movements, including service and delivery vehicles. In comparison, the proposed residential use would generate a low and predictable level of traffic, primarily consisting of private car movements.

Accordingly, the development is unlikely to result in any material changes on highway safety, nor expected to result in *severe* residual cumulative impacts on the local highway network. The proposals therefore fully accord with the requirements of the NPPF.

6. Summary & Conclusion

6.1 Summary

This Technical Note has been prepared by The Transportation Consultancy Ltd on behalf of J West Developments Ltd to support a planning application for the demolition of redundant farm buildings and the construction of four residential dwellings at Guest Farm, Rixon Gate, Ashton Keynes. The proposals also include the utilisation of an existing access to serve the development and the provision of a new private access to serve the neighbouring property.

The information presented within this report demonstrates that:

- The site is accessible by a range of transport modes, with opportunities for walking and cycling to local services and facilities, as well as access to limited but available public transport provision;
- The surrounding highway network is suitable for pedestrian and cycle movements, supporting opportunities for sustainable travel;
- There are no existing highway safety concerns that would be exacerbated by the proposed development;
- The development is forecast to generate approximately 1 and 2 two-way vehicle movements during the AM and PM peak hours respectively, and approximately 15 two-way movements across a typical day;
- The level of traffic generated would be minimal and consistent with the established function of the local highway network;
- The proposed development is unlikely to result in any material change on the operation of the local highway network; and
- The level of on-site parking provision is appropriate and accords with relevant local standards.

6.2 Conclusion

On the basis of the assessment presented, the proposed development can be safely and satisfactorily accommodated within the local highway network. The scale of development is modest and unlikely to result in any unacceptable impacts on highway safety or result in *severe* residual cumulative impacts on the road network.

The proposals are therefore fully compliant with Paragraph 116 of the NPPF, which confirms that development should only be refused on highways grounds where such impacts arise. In this case, no such impacts have been identified.

Accordingly, there are no highways or transport related reasons why the proposed development should not be supported.

Appendix A Proposed Layout



DRAFT

Planning

This drawing has been prepared for workstages up to planning application purposes only and is not intended for construction. The 'scale bar' should only be used to check the drawing has been reproduced to the correct size. No responsibility can be accepted for errors made by others inferring from this drawing.

Scale 1:500 25m

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**Preliminary
Proposed Site Plan**
Guest Farm, Rixon Gate, Ashton Keynes
James West
Scale: 1 : 500@A2 Date: Nov 2025
Drawn/Checked: PW/DG Drg No: 3208-005SK Rev: G



Appendix B Drawing Package

avender
house

Ashtree
House

Date of 1st Issue
22/12/25

Description
First Issue

Drawn by
AL

Checked by
AS

REVISIONS

Mark	Revision	Drawn	Date	Chkd
A	Updated Site Layout	AL	23/03/26	AS

Key:

Site / Application Boundary

Architect Layout

Proposed Design

Dimensions

Notes:

1.

Drawing units are in metres unless specified otherwise.

2.

Drawing is based on topographical survey and architectural layout produced by Tyack Architects.

A3 SCALE
1:250

0 m15 m
Scale 1:250 @ A3

Drawing Title

Guest Farm, Ashton Keynes
Design Package
General Arrangement
Sheet 1 of 1

Client

J West Developments Ltd

Drawing Status

Planning

27 Park Street
Leamington Spa
CV32 4QN
E: info@ttc-tp.com

ttc

Transportation
Consultancy

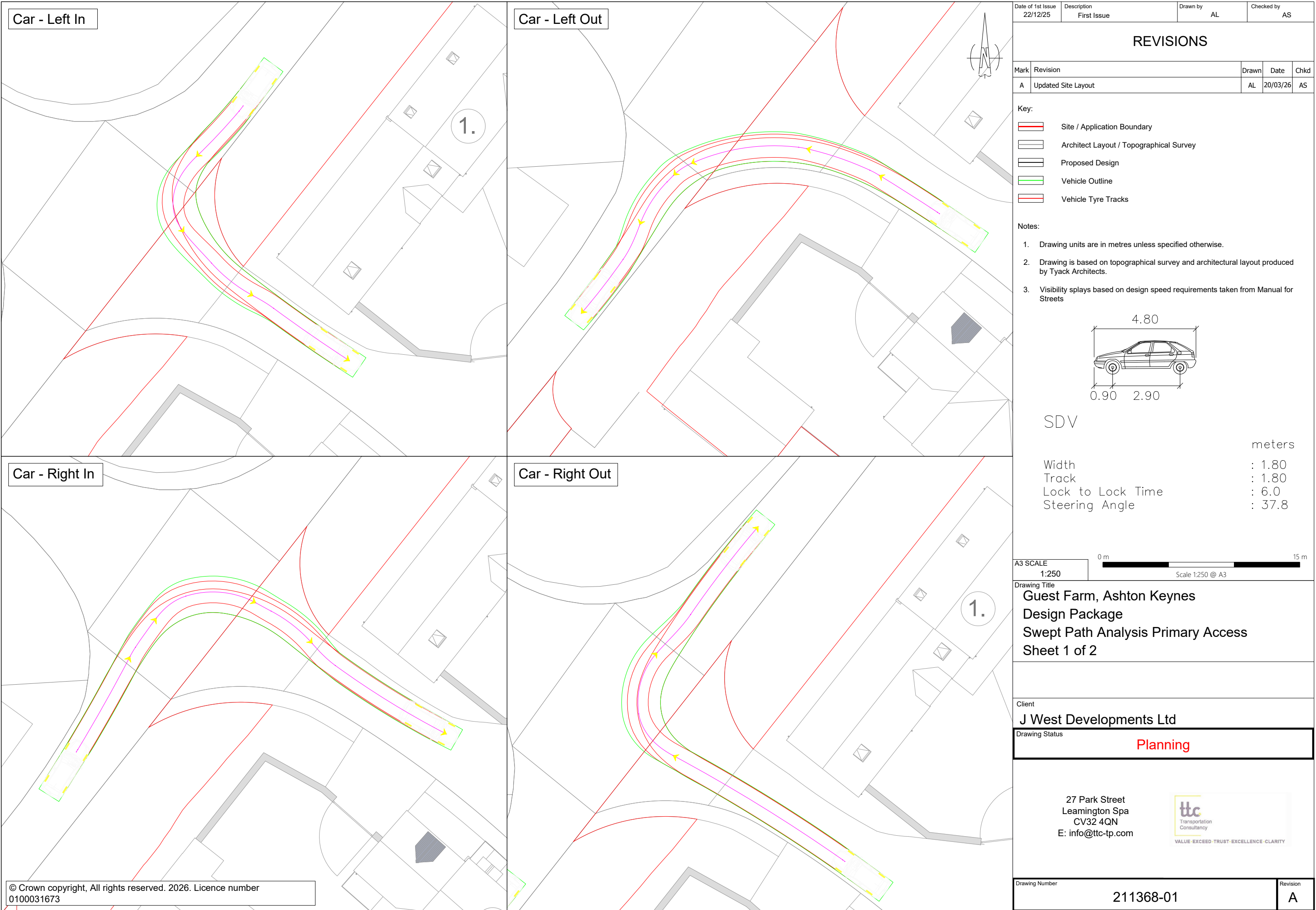
VALUE · EXCEED · TRUST · EXCELLENCE · CLARITY

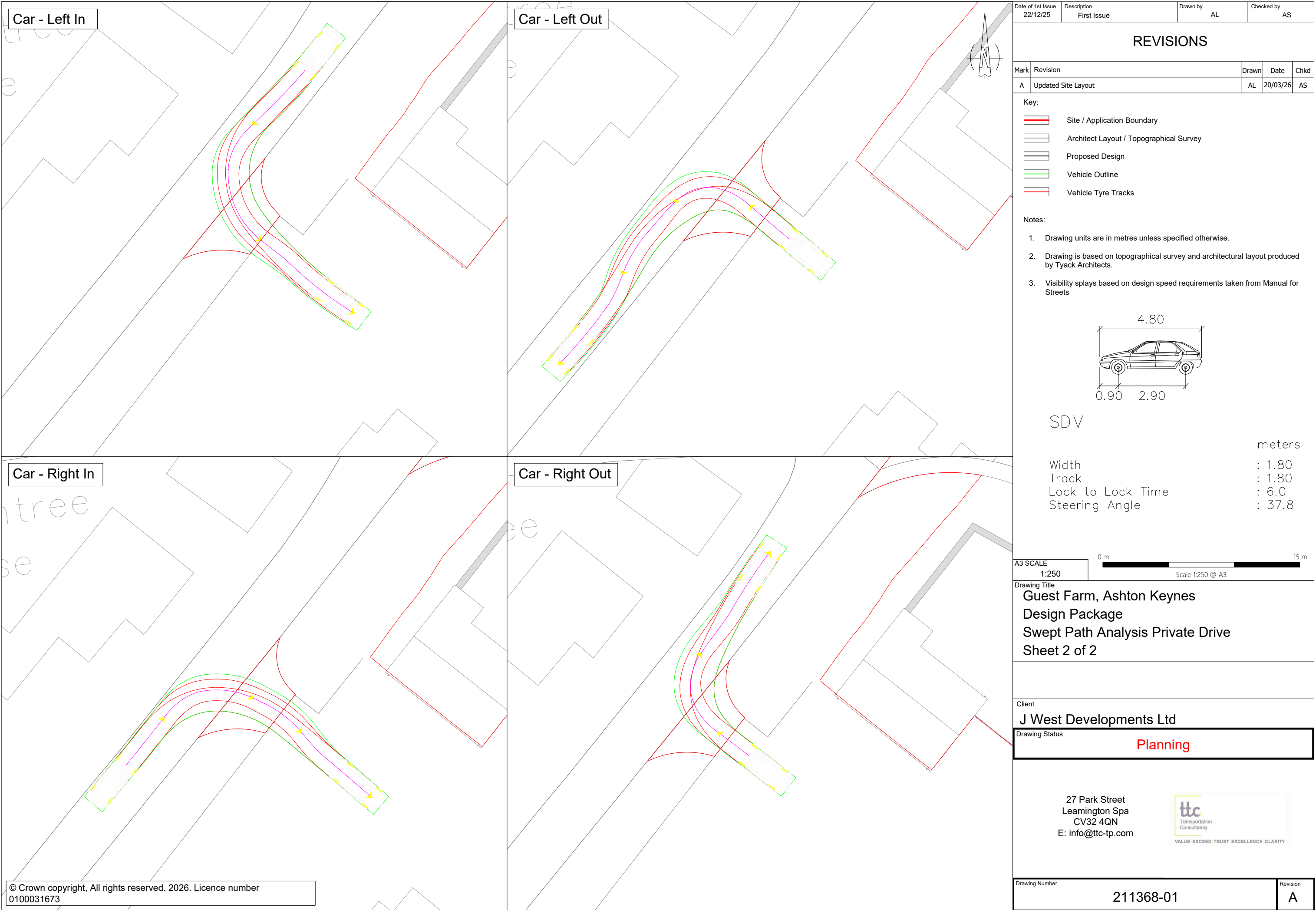
Drawing Number

211368-01

Revision

A





<

Primary Site Access Southwest bound splay

Primary Site Access Northeast bound splay

Date of 1st Issue 22/12/2025	Description First Issue	Drawn by AL	Checked by AS
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REVISIONS

Mark	Revision	Drawn	Date	Chkd
A	Updated Site Layout	AL	20/03/26	AS

- Key:
- Site / Application Boundary
 - Architect Layout / Topographical Survey
 - Proposed Design
 - Visibility Splays (2.4m x 50m Northeast bound) (2.4m x 44m Southwest bound)
 - Highway Boundary

- Notes:
- Drawing units are in metres unless specified otherwise.
 - Drawing is based on topographical survey and architectural layout produced by Tyack Architects.
 - Visibility splays based on design speed requirements taken from Manual for Streets

A3 SCALE
1:250

0 m15 m

Scale 1:250 @ A3

Drawing Title
Guest Farm, Ashton Keynes
Design Package
Visibility Splays Primary Access
Sheet 1 of 1

Client
J West Developments Ltd

Drawing Status
Planning

27 Park Street
Leamington Spa
CV32 4QN
E: info@ttc-tp.com



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Transportation
Consultancy
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Drawing Number
211368-01

Revision
A

Private Dwelling Access Southwest Splay

Private Dwelling Access Northeast Splay

Date of 1st Issue 22/12/2025	Description First Issue	Drawn by AL	Checked by AS
---------------------------------	----------------------------	----------------	------------------

REVISIONS

Mark	Revision	Drawn	Date	Chkd
A	Updated Site Layout	AL	20/03/26	AS

- Key:
- Site / Application Boundary
 - Architect Layout / Topographical Survey
 - Proposed Design
 - Visibility Splays (2.4m x 50m Northeast bound) (2.4m x 44m Southwest bound)
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- Notes:
- Drawing units are in metres unless specified otherwise.
 - Drawing is based on topographical survey and architectural layout produced by Tyack Architects.
 - Visibility splays based on design speed requirements taken from Manual for Streets

A3 SCALE
1:250

0 m

15 m

Scale 1:250 @ A3

Drawing Title
Guest Farm, Ashton Keynes
Design Package
Visibility Splays Private Drive
Sheet 2 of 2

Client
J West Developments Ltd

Drawing Status
Planning

27 Park Street
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ttc

Transportation
Consultancy

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Drawing Number
211368-01

Revision
A

Appendix C TRICS Report

Audit Code: ba5e0677-7409-42e6-8896-2714f7db6f3d

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use: 03 - RESIDENTIAL
Category: A - HOUSES PRIVATELY OWNED
Total Vehicles

Selected regions and areas:		
02	SOUTH EAST	
	MW	MEDWAY 1 day
07	YORKSHIRE & NORTH LINCOLNSHIRE	
	NY	NORTH YORKSHIRE 1 day

This section displays the number of survey days per TRICS® sub-region in the selected set.

Audit Code: ba5e0677-7409-42e6-8896-2714f7db6f3d

Primary Filtering Selection:

This data displays the chosen trip rate parameter and its selected range. Only sites that fall within the parameter range are included in the trip rate calculation.

Parameter:	DWELLS
Actual Range:	0.2 to 0.3 (units:DWELLS)
Range Selected by User:	4 to 10 (units:DWELLS)
Parking Spaces Range:	6 - 2696

Public Transport Provision:

Selection by:	All Surveys Included
Date Range:	01/01/16 to 17/09/24

This data displays the range of survey dates selected. Only surveys that were conducted within this date range are included in the trip rate calculation.

Selected survey days:

Friday	1 days
Wednesday	1 days

This data displays the number of selected surveys by day of the week.

Selected survey types:

Manual count	2
Direction ATC Count	0

This data displays the number of manual classified surveys and the number of unclassified ATC surveys, the total adding up to the overall number of surveys in the selected set. Manual surveys are undertaken using staff, whilst ATC surveys are undertaken using machines

Selected Locations:

Neighbourhood Centre (PPS6 Local Centre)	1 days
Suburban Area (PPS6 Out of Centre)	1 days

This data displays the number of surveys per main location category within the selected set. The main location categories consist of Free Standing, Edge of Town, Suburban Area, Neighbourhood Centre, Edge of Town Centre, Town Centre and Not Known.

Selected Location Sub Categories:

Residential Zone	1 days
Village	1 days

This data displays the number of surveys per location sub-category within the selected set. The location sub-categories consist of Commercial Zone, Industrial Zone, Development Zone, Residential Zone, Retail Zone, Built-Up Zone, Village, Out of Town, High Street and No Sub Category.

Inclusion of Servicing Vehicle Counts:

Servicing vehicles Excluded	1 days
Servicing vehicles Included	1 days

Audit Code: ba5e0677-7409-42e6-8896-2714f7db6f3d

Secondary Filtering Selection:

Use Class:

C3	2 surveys
----	-----------

This data displays the number of surveys per Use Class classification within the selected set. The Use Classes Order (England) 2020 has been used for this purpose, which can be found within the Library module of TRICS®.

Population within 500m Range:

901 - 1049

Population within 1 mile:

1,001 to 5,000	1 surveys
15,001 to 20,000	1 surveys

This data displays the number of selected surveys within stated 1-mile radii of population.

Population within 5 miles:

125,001 to 250,000	1 surveys
50,001 to 75,000	1 surveys

This data displays the number of selected surveys within stated 5-mile radii of population.

Car ownership within 5 miles:

0.6 to 1.0	1 surveys
1.6 to 2.0	1 surveys

This data displays the number of selected surveys within stated ranges of average cars owned per residential dwelling, within a radius of 5-miles of selected survey sites.

Audit Code: ba5e0677-7409-42e6-8896-2714f7db6f3d

Petrol filling station:

This data displays the number of surveys within the selected set that include petrol filling station activity, and the number of surveys that do not.

Travel Plan:

No 2 surveys

This data displays the number of surveys within the selected set that were undertaken at sites with Travel Plans in place, and the number of surveys that were undertaken at sites without Travel Plans.

PTAL Rating:

No PTAL Present 2 surveys

This data displays the number of surveys within the selected set that include petrol filling station activity, and the number of surveys that do not.

COVID-19 Restrictions:

No

Audit Code: ba5e0677-7409-42e6-8896-2714f7db6f3d

1	MW-03-A-01	DETACHED & SEMI-DETACHED	MEDWAY
ROCHESTER ROAD NEAR CHATHAM BURHAM Neighbourhood Centre (PPS6 Local Centre) Village Site area: 0.2 hect Survey date: Friday 22/09/2017			
		Survey Type: Unknown	
2	NY-03-A-13	TERRACED HOUSES	NORTH YORKSHIRE
CATTERICK ROAD CATTERICK GARRISON OLD HOSPITAL COMPOUND Suburban Area (PPS6 Out of Centre) Residential Zone Site area: 0.3 hect Survey date: Wednesday 10/05/2017			
		Survey Type: Unknown	

Audit Code: ba5e0677-7409-42e6-8896-2714f7db6f3d

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED

Total Vehicles

Calculation factor: 1 DWELLS

**BOLD print indicates peak (busiest) period*

Time Range	No. Days	Ave. DWELLS	Arrivals	Departures	Totals
00:00-01:00					
01:00-02:00					
02:00-03:00					
03:00-04:00					
04:00-05:00					
05:00-06:00					
06:00-07:00					
07:00-08:00	2	9	0.222	0.500	0.722
08:00-09:00	2	9	0.111	0.389	0.500
09:00-10:00	2	9	0.111	0.056	0.167
10:00-11:00	2	9	0.056	0.056	0.112
11:00-12:00	2	9	0.000	0.111	0.111
12:00-13:00	2	9	0.278	0.056	0.334
13:00-14:00	2	9	0.167	0.167	0.334
14:00-15:00	2	9	0.222	0.278	0.500
15:00-16:00	2	9	0.111	0.056	0.167
16:00-17:00	2	9	0.333	0.167	0.500
17:00-18:00	2	9	0.167	0.111	0.278
18:00-19:00	2	9	0.056	0.056	0.112
19:00-20:00					
20:00-21:00					
21:00-22:00					
22:00-23:00					
23:00-00:00					
Total Rates:			1.834	2.003	3.837

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: $COUNT/TRP*FACT$. Trip rates are then rounded to 3 decimal places.

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Audit Code: ba5e0677-7409-42e6-8896-2714f7db6f3d

Parameter Summary:

Trip rate parameter range selected:	4 - 10 (units: DWELLS)
Survey date date range:	10/05/2017 - 22/09/2017
Number of weekdays (Monday-Friday):	2
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

This section displays a quick summary of some of the data filtering selections made by the TRICS® user. The trip rate calculation parameter range of all selected surveys is displayed first, followed by the range of minimum and maximum survey dates selected by the user. Then, the total number of selected weekdays and weekend days in the selected set of surveys are show. Finally, the number of survey days that have been manually removed from the selected set outside of the standard filtering procedure are displayed.