SLR Consulting Limited

Land North East of Bramley

28 January 2026

Revision: 03

RE: STRATFIELD SAYE – TRAFFIC SURVEY RESULTS

1.0 Introduction

1.1 SLR Consulting has been commissioned by 3West Group to provide transport, access and highways advice in relation to development proposals at Land North East of Bramley, Hampshire.

1.2 As part of this work, the impact of the proposed development is being assessed as part of a comprehensive Transport Assessment that is being prepared to support an Outline Planning Application to be submitted in 2026.

1.3 As part of this detailed assessment, traffic surveys have been undertaken across the wider local highway network to determine the baseline traffic conditions of the highway network, and to ascertain the impact of the scheme on individual routes.

2.0 SLR Traffic Survey Analysis

2.1 Between the 10th and 16th of July 2025 a series of Automatic Traffic Counts (ATCs) and Manual Classified Counts (MCCs) were undertaken and used to inform the local junction modelling. This included an ATC located at Stratfield Saye Road. The location of the traffic surveys undertaken can be seen in **Figure 1.**

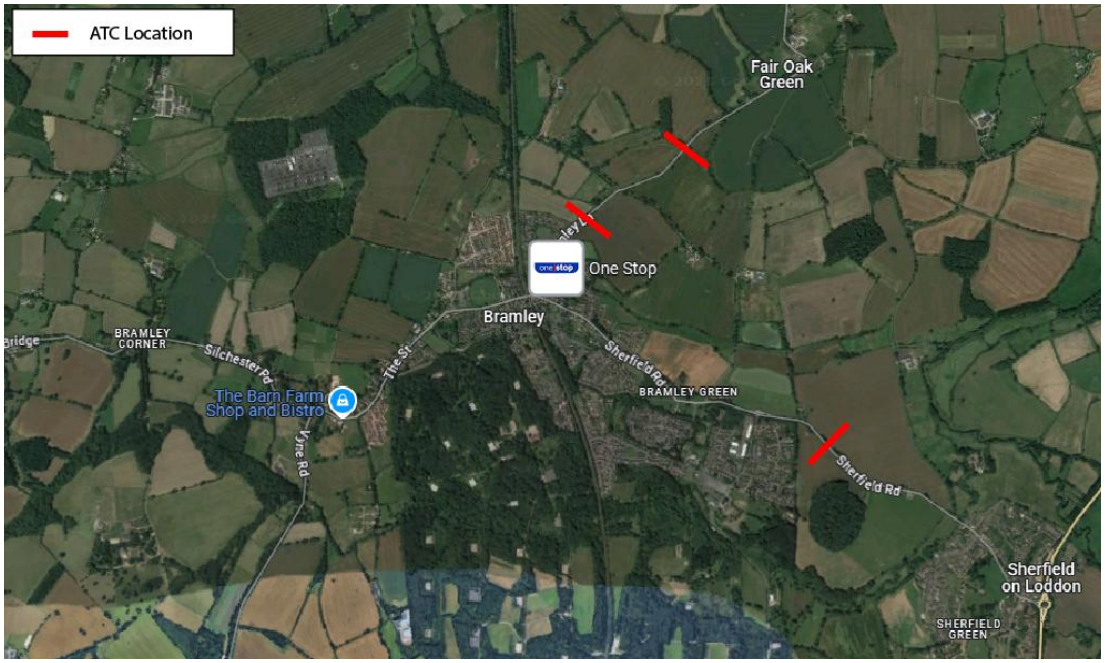
Figure 1 – Traffic Survey Locations

2.2 The data captured within the survey was comprehensive and covered the baseline traffic patterns of the surrounding highway network. **However, there was some concern expressed during the public consultation that public-school holidays could have affected the robustness of the baseline traffic data.**

2.3 Consequently, three additional ATC surveys were undertaken between 27 November and 3 December 2025 to enable comparison with the earlier counts. These further surveys were carried out following requests from the public and the parish, to which the client agreed.

2.4 Three locations were selected as they were deemed to cover the most sensitive section of highway within the vicinity of the site in respect of the matters raised during the consultation. The location of the three additional surveys can be seen in **Figure 2.**

Figure 2 – Additional Traffic Survey Locations



2.5 To determine the difference between the two sets of ATC surveys, an analysis of the total traffic recorded during the average day and average weekday were undertaken. The results of this analysis are provided in **Table 2.1**.

Table 2.1: ATC Survey Analysis (Total Flows)

	Average Day			Average Weekday		
	Bramley Lane	Stratfield Saye Road	Sherfield Road	Bramley Lane	Stratfield Saye Road	Sherfield Road
July Survey	1397	1376	5630	1568	1432	6139
November / December Survey	1362	1419	5456	1632	1671	5803
Percentage Difference	-3%	3%	-3%	4%	17%	-5%

2.6 **Table 2.1** shows that total Average Day traffic flows recorded by all ATCs were within a typical 10% variation that can be expected when comparing traffic surveys – i.e. a common level of traffic variation day-to-day. Although traffic recorded in November / December varied 3% higher or lower, the ATC surveys suggest that the July and November / December surveys were comparable at these locations for the average day.

2.7 The larger statistical difference recorded on Stratfield Saye Road on an Average Weekday is likely to be correlated with the relatively low level of traffic on that link – i.e. a small variation in traffic equates to a higher percentage effect than on a more heavily trafficked road.

2.8 To characterise this further, weekday traffic on Stratfield Saye Road recorded in the November / December survey was an average of 10 trips higher per hour – around one additional trip every six minutes – which is unlikely to be material in terms of its effect. Nevertheless, for the purposes of the assessment set out in this report, the higher of the two Stratfield Saye Road traffic counts has been used.

2.9 Considering the results of the ATC surveys across the network as a whole, the July surveys are comparable to the November / December surveys. The total traffic recorded over all surveys during a weekday, where the greatest variance is shown, was 0.4% lower in November / December than in July.

3.0 Traffic in Stratfield Saye

Traffic Speeds

3.1 Hampshire County Council (HCC), on behalf of Stratfield Saye Parish Council (PC) undertook an ATC survey between the 22nd September 2025 and the 28th September 2025, on New Street within Stratfield Saye.

3.2 The current speed limit through the village of Stratfield Saye is 30mph. The ATC recorded the 85th percentile speed of traffic travelling through the village at 39.3mph in the AM Peak and 39.2mph in the PM Peak.

3.3 The 85th percentile average for the interpeak periods of 10:00 – 12:00 and 14:00 – 16:00 were 37.1mph and 38.6mph respectively for the weekday – these are the periods that guidance suggests are the most representative in terms of typical vehicle speeds.

3.4 SLR's most recent speed survey, on Stratfield Saye Road 2.5km south of the village, indicates 85th percentile speeds of 43.8mph and 44.6mph within an area subject to the National Speed Limit.

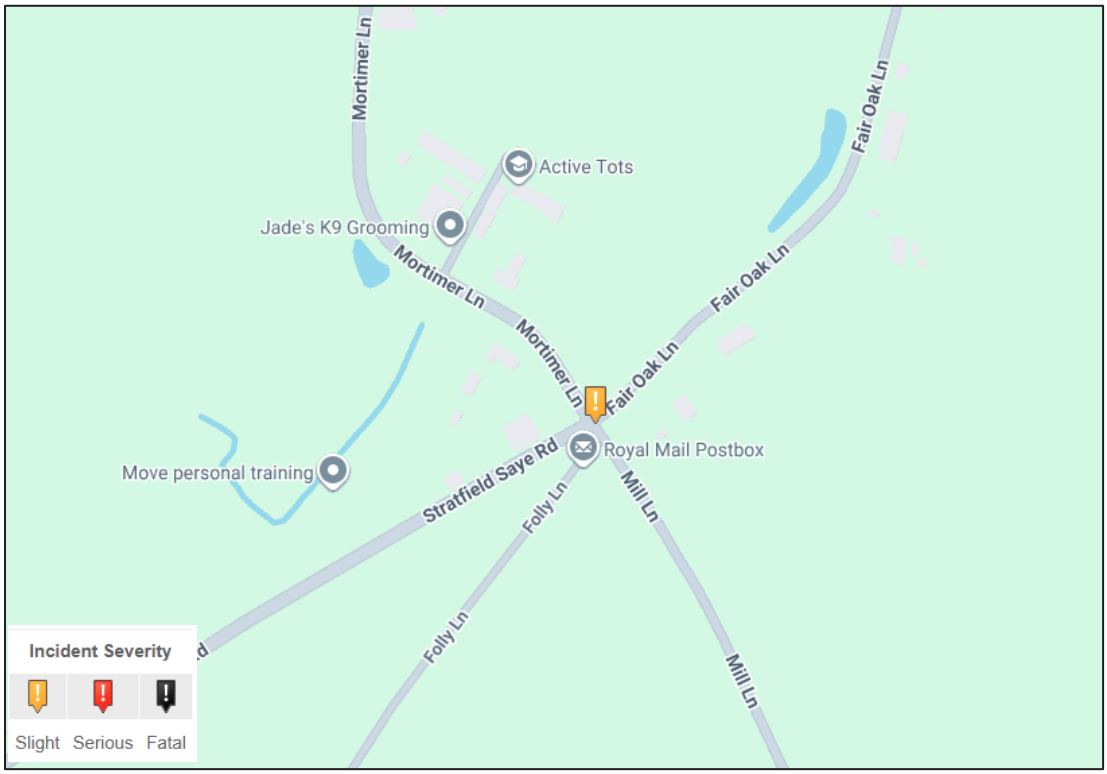
3.5 The recorded speeds within Stratfield Saye itself are higher than the posted speed limit, and cause concern to Stratfield Saye PC at present and in relation to the potential for additional traffic from the proposed Bramley development.

Collision Records

3.6 There have been no recorded injury collisions in Stratfield Saye or Fair Oak Green during the last five years, which is the usual upper time limit for the assessment of road traffic collisions within Transport Assessments.

3.7 There has been one recorded collision at the Fair Oak Green crossroads (Slight collision on 30th April 2017) within the available collision data which covers the period 1999-2024 inclusive. This can be seen in **Figure 3.**

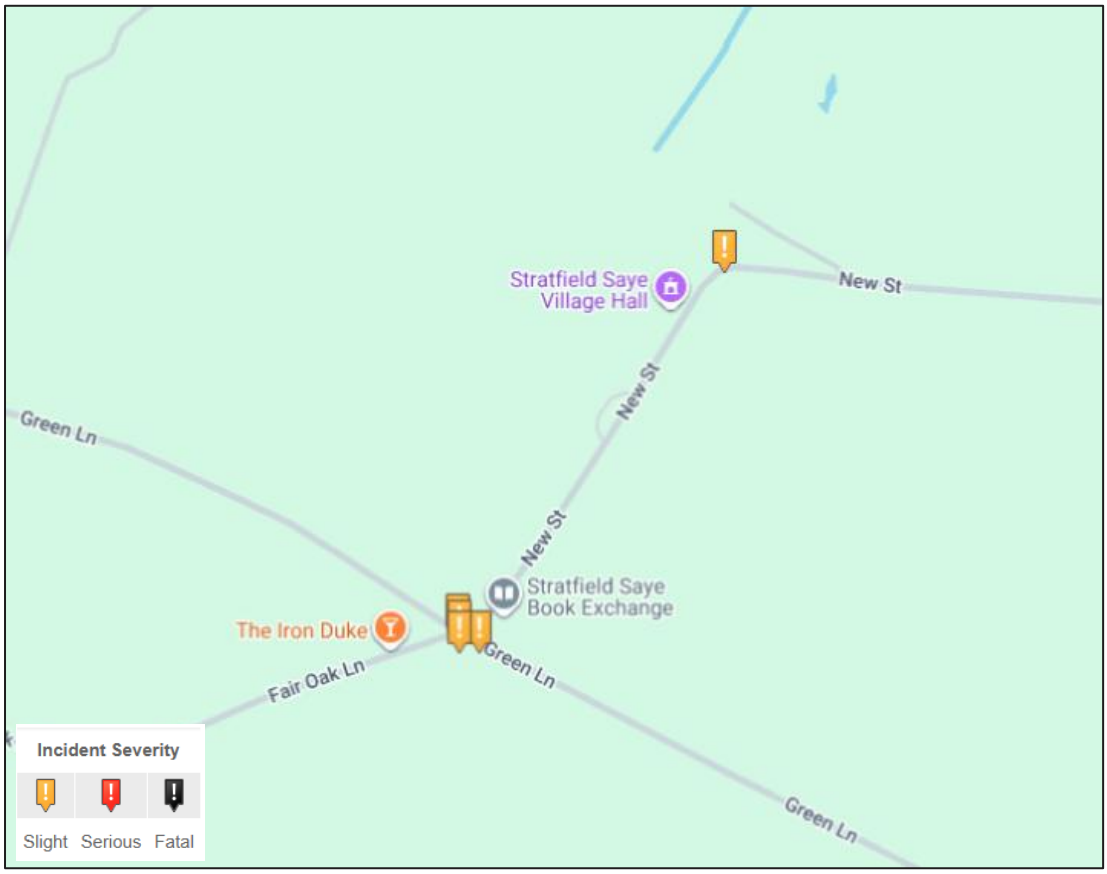
Figure 3 – Stratfield Saye Road/Four Oak Lane Collison Record



3.8 During the same period, there were four Slight collisions[1] at the junction of Fair Oak Lane / Green Lane / New Street in Stratfield Saye, and a further Slight collision (30th October 2017) on New Street at the bend to the north of the village. This is shown in **Figure 4.**

[1] 5th February 2004, 7th March 2007, 15th August 2016 and 3rd July 2019.

Figure 4 – Stratfield Saye Collision Record



3.9 The time that has passed since these incidents, along with the relatively low number of incidents overall and the absence of any recorded collisions in the last five years suggests that the network is generally operating without any material adverse accident record.

Development Traffic Effects

3.10 DMRB TA 79/99 provides indicative hourly link capacities for different road types. There is no specific guidance on link capacity for rural roads – TA 79/99 refers only to urban roads, which are typically more highly-trafficked than rural roads, and have lower capacities due to 'friction' from on-street parking, property accesses, side roads, crossings and signalised junctions. For robustness, within our assessment we have referred to traffic capacities for UAP4 roads (Busy High Streets) – a far more constrained environment than the highway through Stratfield Saye.

3.11 The guidance identifies that a UAP4 road of the narrowest two-lane width of 6.1m has an hourly two-way capacity of approximately 1,250 vehicles per hour, with a 60/40 directional split of 750 and 500 vehicles.

3.12 The average weekday traffic volume across a 24-hour period recorded by HCC within the centre of Stratfield Saye was 844 vehicles. SLR's surveys on Stratfield Saye Road outside of the village indicated daily flows of up to 1,671 vehicles. Peak hour traffic is typically around

10% of daily traffic flow, meaning that the highest hourly flow would be <200 vehicles per hour on Stratfield Saye Road and considerably lower through the centre of the village.

3.13 By reference to the above guidance, link capacity is unlikely to be an issue within the village or on Stratfield Saye Road toward Bramley, either at the current time or with the addition of development traffic, given that very significant capacity is available.

Potential Mitigation

3.14 In light of the concerns raised by Stratfield Saye PC in relation to current vehicle speeds through the village, SLR has explored potential for traffic mitigation on this route.

3.15 HCC's Technical Guidance Note (TGN) TG11 relates to traffic calming and notes that the choice of measures to be introduced is largely dependent on the specific requirements of the site. The note lists the following measures to be considered for traffic calming, in the order of preference:

a) Road markings – removal or introduction.
b) Gateways and signs.
c) Revised speed limits.
d) Vehicle type restrictions.
e) Vehicle movement restrictions.
f) Horizontal deflections such as pinch points, build outs, chicanes and islands
g) Vertical deflection methods such as road humps of various types, raised tables or speed cushions.
h) Rumble strips and over-run areas.

3.16 Not all measures are suitable for every location, and they have not been exhaustively explored within this note; key, site-relevant options are assessed below.

Road Markings

3.17 Within the village of Stratfield Saye there are no road centre markings, as is commonplace in rural settings. However, carriageway edge markings can be introduced as a low impact traffic calming measure to influence driver behaviour without requiring changes to the physical width of the road.

3.18 These markings operate on the principle of perceptual road narrowing, whereby the visual cues presented to drivers create the impression of a tighter and more constrained carriageway. This results in drivers slowing their speeds. An example of this can be seen in **Photograph 1.**

3.19 The northern approach to the village currently features dragon's teeth road markings, which could be further enhanced and reinforced as vehicles approach the built-up village area. The existing northern approach can be seen in **Photograph 2.**

Photograph 1 – Carriageway Edge Markings

Photograph 2 – Northern Approach to Stratfield Saye

Gateways and Signs

3.20 It is noted that at the current point where the speed limit reduces to 30mph to the south of the village, there is no signage to indicate that vehicles are entering the village environment. This is shown in **Photograph 3.**

Photograph 3 – Southern Approach to Stratfield Saye

3.21 Mitigation could include signage to highlight to drivers that they are entering a village, accompanied by street furniture to emphasise the change in speed limit. An example of a gateway with additional street furniture can be seen in **Photograph 4.**

Photograph 4 – Example of Village Gateway

3.22 The northern approach to the village does feature more prominent signage combined with dragon's teeth road markings. Whilst more substantive than the signage at the southern entrance, this could be further enhanced and reinforced as vehicles approach the built-up village area.

3.23 In addition to the above proposals recommended by HCC, the potential for a Speed Indicator Device (SID) to be installed within the village could be explored. The SID would remind drivers of the change in speed limit whilst in the village in a non-obstructive manner and would activate should the speed of a vehicle exceed the speed limit within the village. An example of this can be seen in **Photograph 5.**

Photograph 5 – Speed Indicator Device

Revised Speed Limits

3.24 It is not thoughts that reducing speed limits would resolve the current speeding issues at hand, but this could be explored by Stratfield Saye PC, HCC and the police.

Vehicle Type Restrictions and Vehicle Movement Restrictions

3.25 Given the layout of local roads, it is likely that vehicle type and movement restrictions within the village could simply result in traffic being dispersed to other rural routes within the local area.

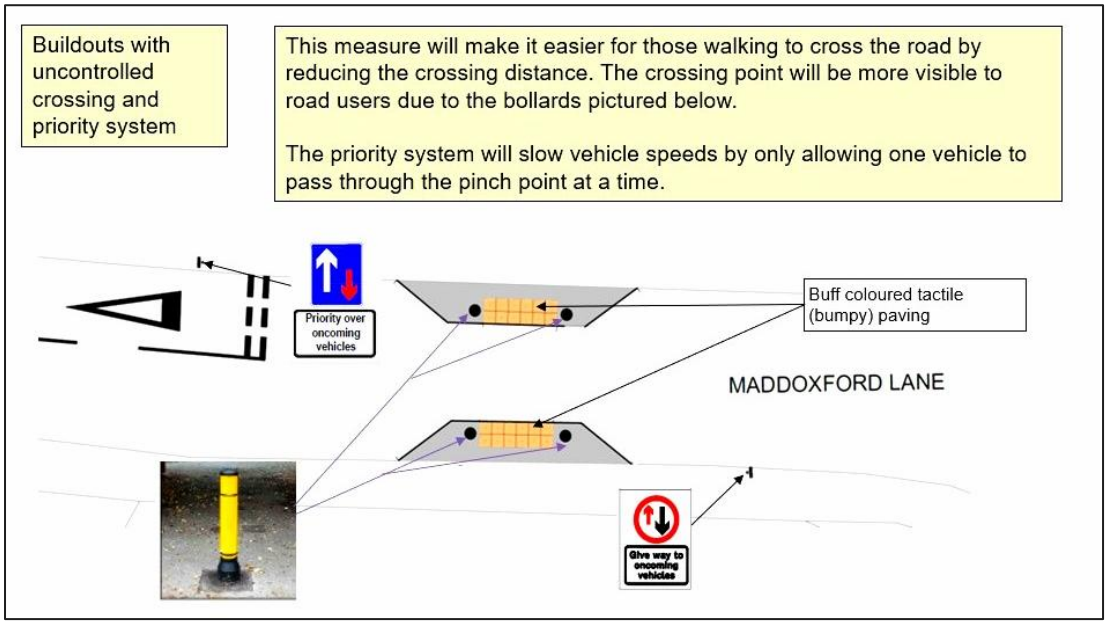
3.26 It has been requested that traffic movements to Stratfield Saye be limited because of the development. Whilst the client does not have control over all vehicular movements, the masterplan process will seek to limit the appeal of travelling north towards Stratfield Saye.

Horizontal Deflections

3.27 Horizontal deflections such as pinch points, build outs, chicanes and islands could also be considered. It is noted that within Hampshire these have been considered suitable at other locations, notably at Boorley Green where they were introduced as part of a mitigation package related to a proposed development.

3.28 The Boorley Green scheme includes buildouts with priority systems in place, such as can be seen in **Photograph 6.**

Photograph 6 - Boorley Green Traffic Calming Layout



3.29 Buildouts such as those shown in **Photograph 6** can work to both reduce traffic speeds and offer safer pedestrian crossing points within the village – albeit footway provision within

Stratfield Saye is largely single-sided which limits the locations where they would provide a crossing point.

3.30 Local experience cross-referenced against online route mapping shows a relatively minimal time difference in routes from the southern end of Bramley Lane to the M4, only slightly favouring the use of rural roads over the A33. Slowing journey times through the village using methods such as build-outs to introduce priority-working could discourage trips from travelling through the village and encourage direct travel via the A33.

Vertical Deflection Methods and Rumble Strips and Over-run Areas

3.31 Vertical deflections (e.g. speed humps) and rumble strips can have adverse effects on road users and adjacent residential properties. These options have not been considered further in this report but could be revisited by Stratfield Saye PC and HCC if deemed desirable.

4.0 Conclusion

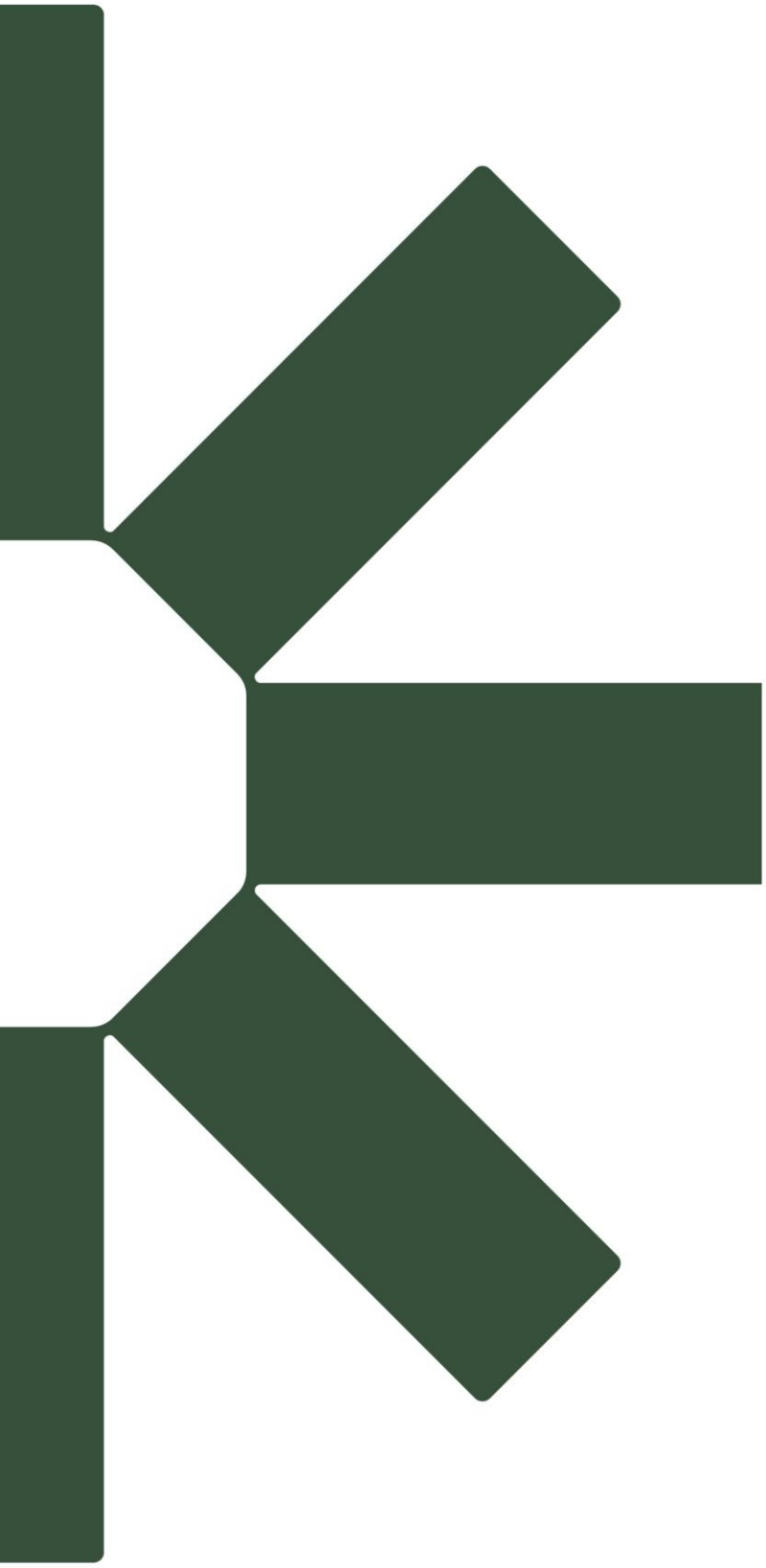
4.1 While the comparison of the July and November/December ATC surveys demonstrates that overall surveyed traffic volumes provide a robust, consistent basis for the traffic assessment, it is understood that the issue of speed compliance within the village of Stratfield Saye remains a significant local consideration.

4.2 The traffic survey results confirm that recorded vehicle speeds through Stratfield Saye are higher than the posted 30 mph limit, with 85th percentile speeds recorded at approximately 39 mph during both the AM and PM peak periods and during the inter-peak periods.

4.3 Reference to DMRB TA 79/99 confirms that traffic volumes through Stratfield Saye are very low when compared with link capacity thresholds. A UAP4 “busy high street” - a far more constrained environment than the rural village context - is expected to accommodate around 1,250 vehicles per hour, whereas the 24-hour average weekday flow recorded in the centre of Stratfield Saye was only 844 vehicles. This demonstrates that baseline flows operate at a very small fraction of the capacity associated with even the most restrictive urban link type, meaning that roads in and around the village have significant link capacity and are unlikely to be materially affected in operational terms by the proposed development.

4.4 However, elevated speeds reinforce local concerns regarding road safety. The potential mitigation measures set out within HCC’s Technical Guidance Note TG11 offer several feasible options - such as gateway features, improved signage, and horizontal deflections - that may help reduce speeds and improve safety.

4.5 The next step would be to present these options to the Parish Council and seek its views on which of these could be most appropriate in reducing the speed and, by diversion of trips, potentially the volume of traffic on local roads.



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