

# **Traffic Survey and Impact Assessment**

Stardust Festivals 2023

Great Lines Heritage Park

26th, 27th, 28th, 29th May 2023

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## DOCUMENT INFORMATION

### Document Details

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Version	Date Issued	Status	Checked By	Status
1.1	19/01/2023	DRAFT	[REDACTED]	For client review and consultation
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1.3	02/02/2023	DRAFT	[REDACTED]	For consultation

### Document Scope

This document provides details of the findings of a traffic flow survey conducted on the 13th, 14th and 15th of January 2023 in order to ascertain the volume of traffic at key locations surrounding Great Lines Heritage Park in Medway, Kent. The objective of the survey was to establish the effect of the proposed traffic management measures to be implemented for the Stardust Festivals taking place on the 26th, 27th, 28th and 29th May 2023, by examining how much traffic typically uses Brompton Road and Prince Arthur Road and on a Friday, Saturday and Sunday. It is assumed that the typical flows recorded on a Sunday would be comparable to a Bank Holiday Monday.

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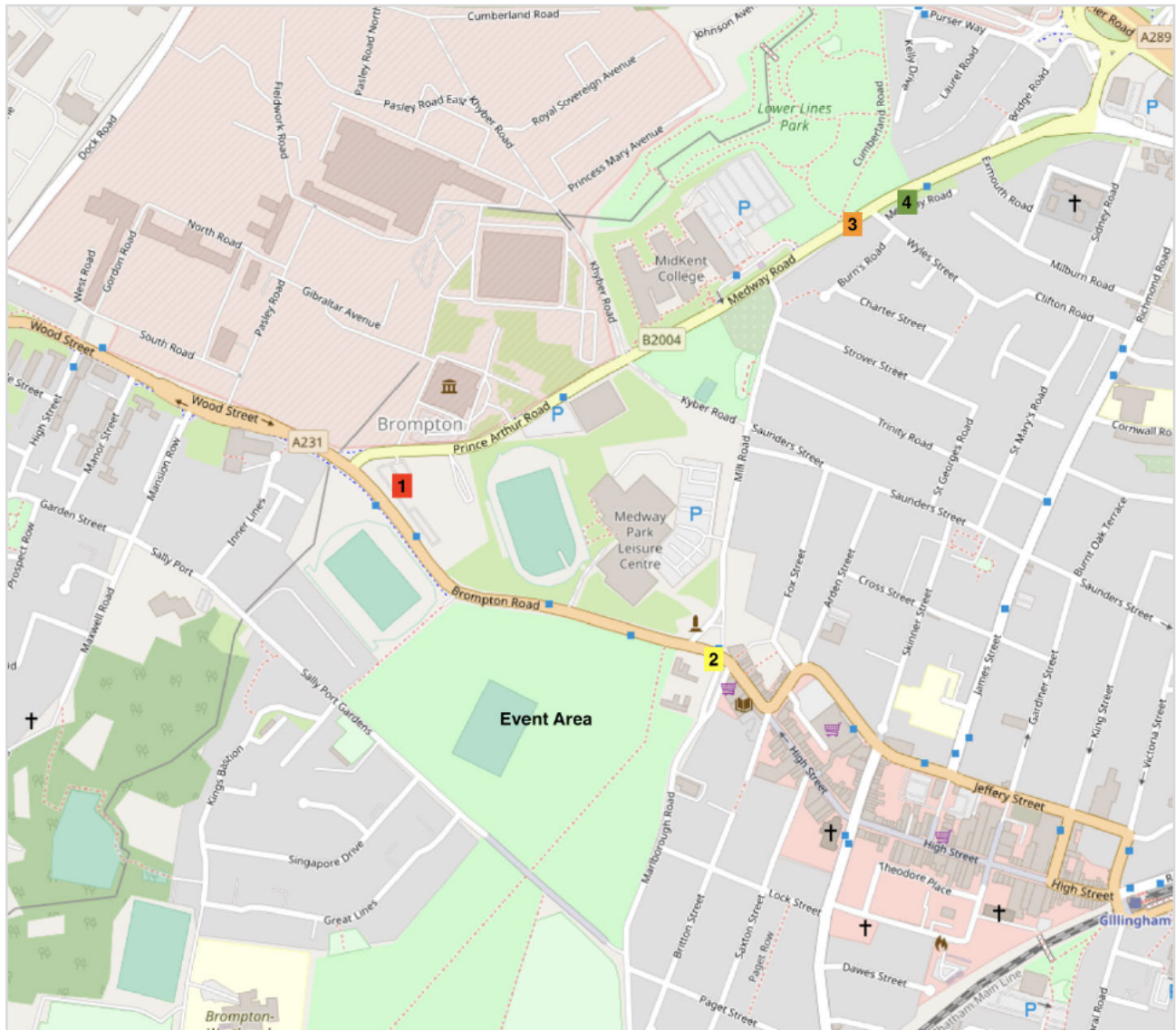
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# 1. STAKEHOLDERS

TABLE 1 : STAKEHOLDERS		
Agency	Role	Representative
The Last Mile	Traffic and Transport Management Consultant	[REDACTED]
Stardust Festivals	Event Organiser	[REDACTED]
Medway Council	Highways	[REDACTED]
Medway Council	Events	[REDACTED]

## 2. SURVEY LOCATIONS

Surveys were undertaken at the locations marked 1, 2, 3 and 4 in the image below.



**TABLE 2 : SURVEY LOCATIONS**

Location number	Location Details	Vehicles Surveyed
Location 1	Wood Street junction with Brompton Road - Surveying eastbound traffic flows	Cars, Vans, HGV (7.5t >) and PSV's
Location 2	Brompton Road junction of High Street - Surveying westbound traffic flows	Cars, Vans, HGV (7.5t >) and PSV's
Location 3	Prince Arthur Road junction with Mill Road - Surveying westbound traffic flows	Cars, Vans, HGV (7.5t >) and PSV's
Location 4	Mill Road junction with Prince Arthur Road - Surveying southbound traffic flows on Mill Road for HGVs and PSV's only	HGV (7.5t >) and PSV's only

### 3. SURVEY RESULTS

Surveys were undertaken during the following dates and times:

Friday 13th January : 16:00 - 19:00

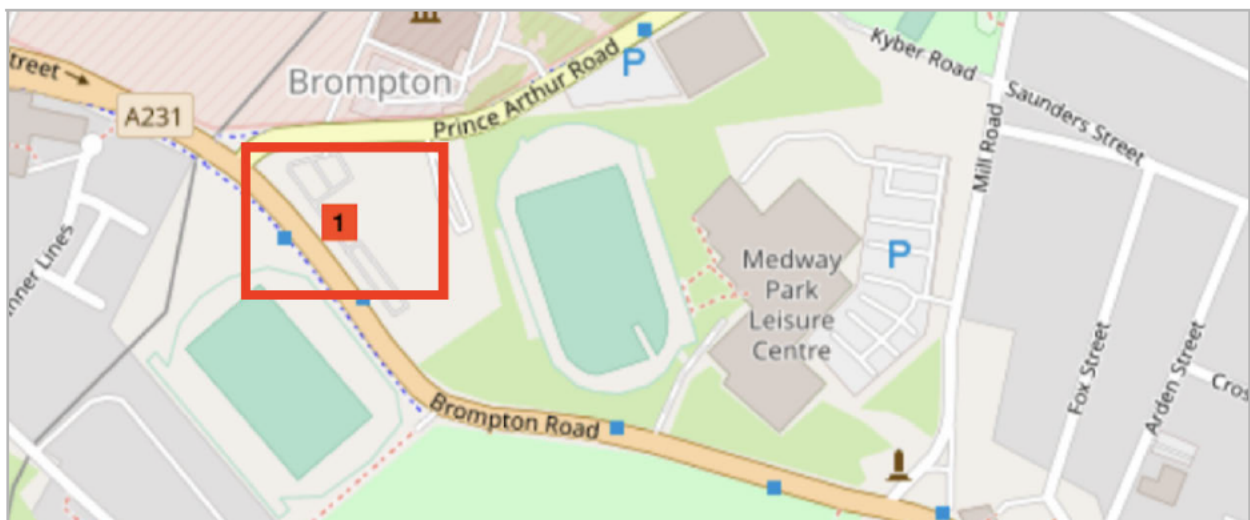
Saturday 14th January : 16:00 - 19:00

Sunday 15th January : 16:00 - 19:00

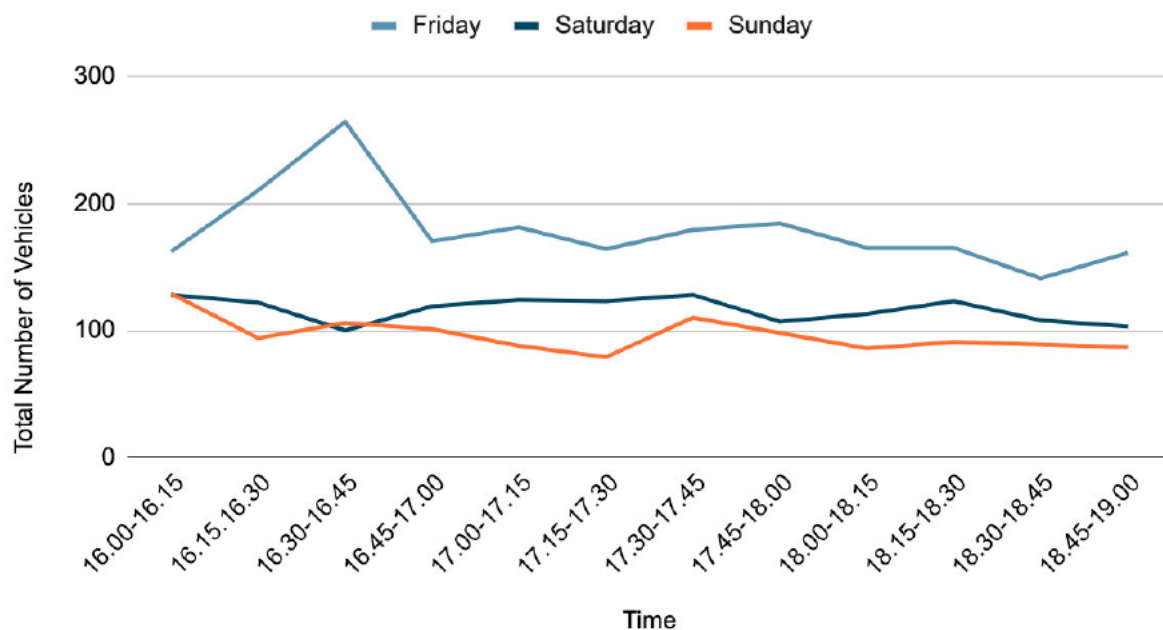
**TABLE 3 : SURVEY RESULTS**

This table provides an overview of the data collected, during the survey, in line graph form. The graphs detail the total number of vehicles and should be viewed in conjunction with the table of results in Appendix 1. It is noted that the number of HGVs and PSV's is significantly lower than the number of cars and vans recorded. Therefore, all vehicles have been recorded as a total figure, further breakdown of vehicle types can be viewed in Appendix 1.

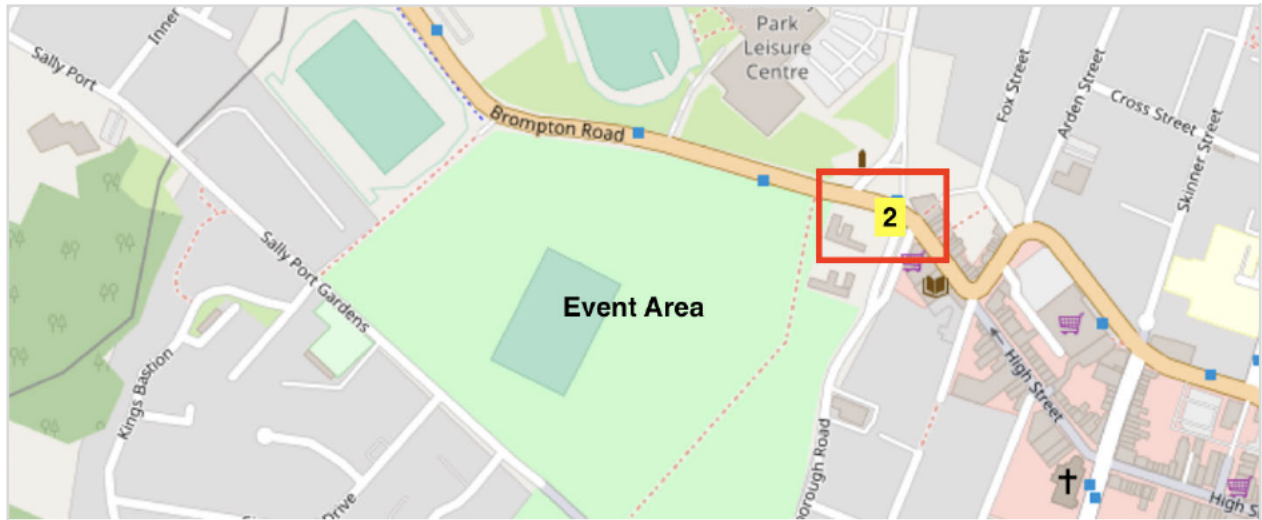
#### Location 1 - Wood Street Junction with Brompton Road - Eastbound



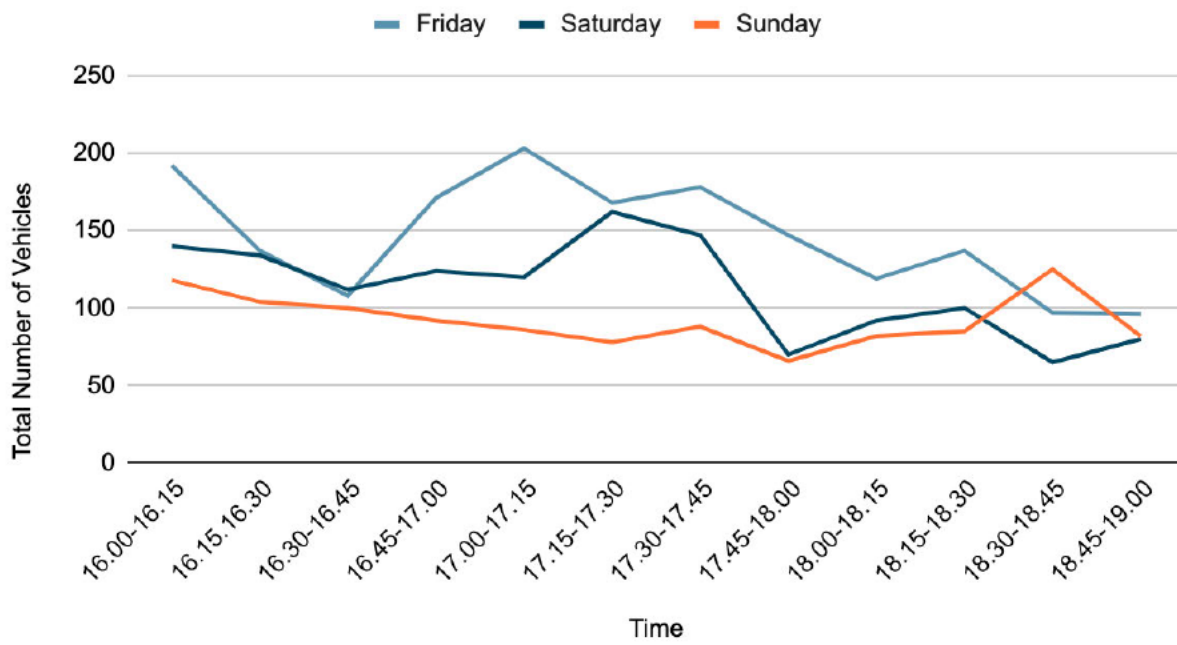
#### Wood St Jct Brompton Road EB



**Location 2 - Brompton Road Junction with High Street - Westbound**



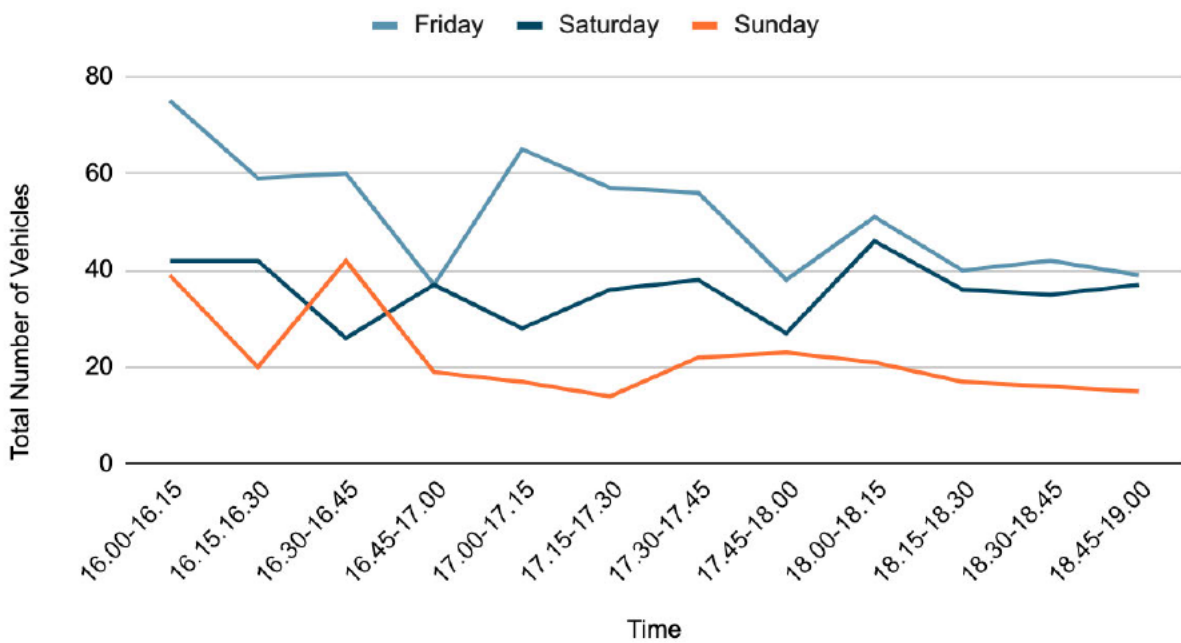
**Brompton Rd Jct Hight Street WB**



Location 3 - Prince Arthur Road Junction with Mill Road - Westbound

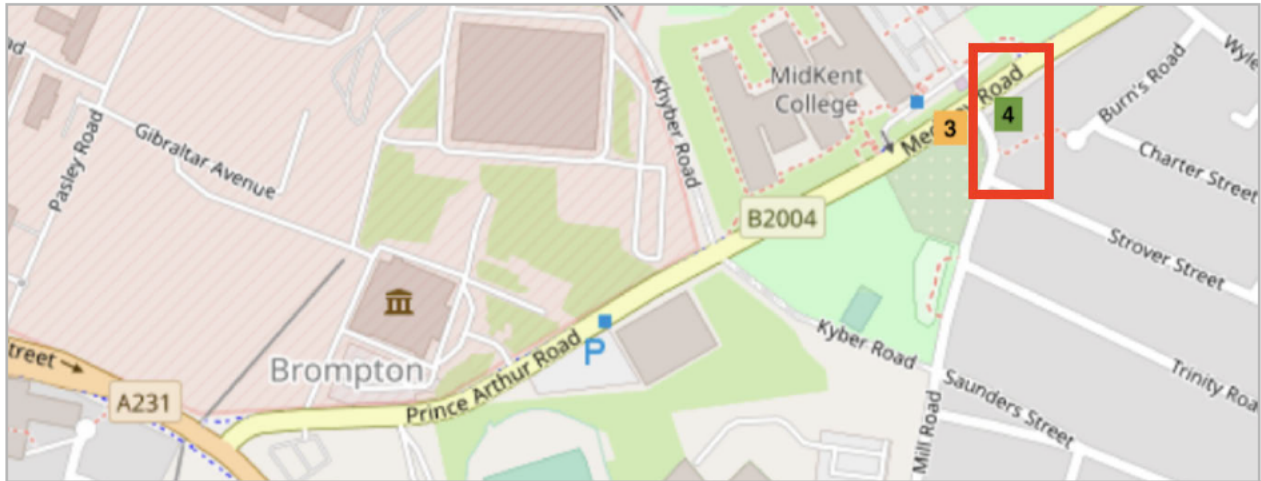


Prince Arthur Road jct with Mill Road WB

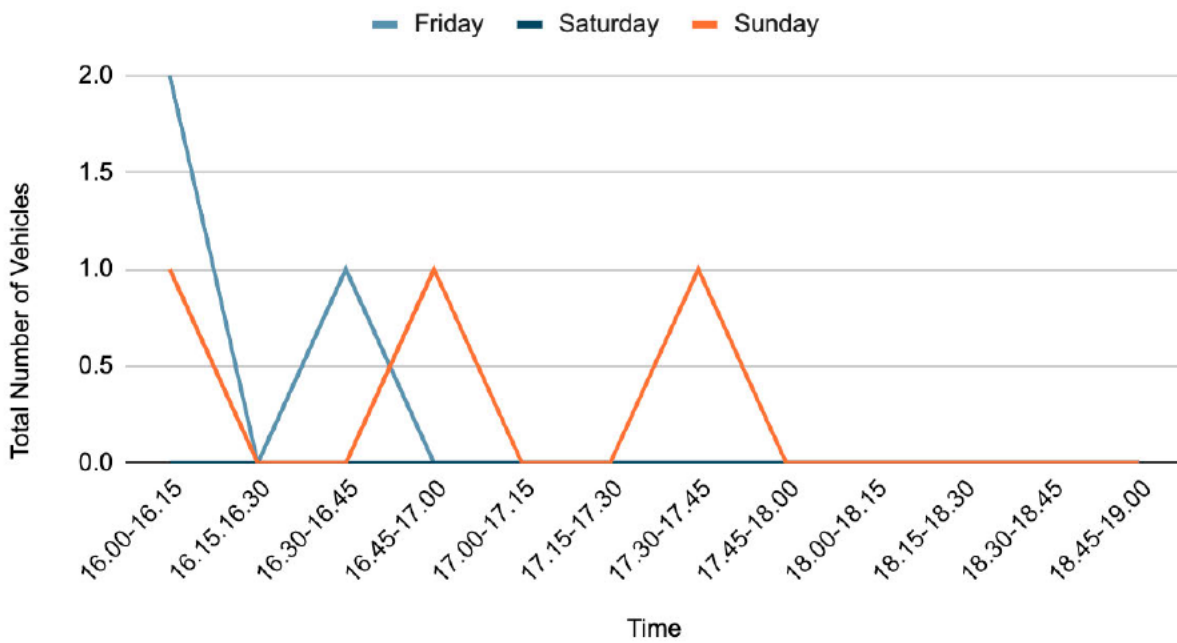




Location 4 - Mill Road Junction with Prince Arthur - Southbound (HGVs and PSVs Only)



Mill Road Jct Prince Arthur SB



## 4. ANALYSIS OF SURVEY FINDINGS

### General Findings

- The majority of vehicle movements were recorded as being small vehicles, including cars and commercial vans
- Over the course of the three days of surveys, Location 1, Wood Street at the junction with Brompton Road (Eastbound), was consistently the busiest survey location
- No articulated lorries were recorded during the survey period, however, there were a small number of 7.5 ton vehicles
- Bus movements varied throughout the survey period with approximately 85% local bus services, 12% private hire coaches and 3% associated with school services
- All buses and coaches in Mill Road were mini buses, with the exception of a single small coach on Sunday evening associated with an event at Medway Park Sports Centre

### Friday

- Friday was the busiest day across all locations surveyed
- Traffic flows peaked between 16.00 and 17.30
- Total number of vehicles during survey period - Location 1: **2,038**
- Total number of vehicles during survey period - Location 2: **1,753**
- Total number of vehicles during survey period - Location 3: **619**

### Saturday

- Saturday shows a decrease in the volume of traffic compared to Friday.
- Traffic remained consistent throughout the surveyed period with a peak observed between 17.00-17.45
- An increase in traffic was recorded at Location 2 between 17.00 - 17.30, which may have been due to a event taking place at Gillingham FC
- Total number of vehicles during survey period - Location 1: **1,398**
- Total number of vehicles during survey period - Location 2: **1,346**
- Total number of vehicles during survey period - Location 3: **430**

### Sunday

- Traffic volumes on Sunday were significantly lower than on Friday and Saturday, with flows approximately 45% lower than recorded on Friday
- Traffic remained consistent throughout the surveyed period, with a peak observed between 16.00-16.45
- Total number of vehicles during survey period - Location 1: **1,158**
- Total number of vehicles during survey period - Location 2: **1,106**
- Total number of vehicles during survey period - Location 3: **265**

## 6. NEXT STEPS

Based on the information above, it is possible to assess the likely volumes of traffic that may be displaced as a result of road closures of Brompton Road and Prince Arthur Road in order to facilitate the event in Great Lines Heritage Park over the weekend of the 26th - 29th May 2023. Consultation will take place with Medway Council regarding the impact of the number of vehicles expected to be displaced on the wider road network, to enable appropriate mitigation measures to be implemented. Details of the mitigation measures will be included in the event traffic management plan, and are likely to include the strategic placement of advance warning and advisory signage.

## 6. APPENDICES

TABLE 4 : APPENDICES	
Number	Description
Appendix 1	Table of Results