

**HENLEY TOWN COUNCIL**

**Full Council 18 June 2019**

**Report on Funding for Traffic Count**

**1. Executive Summary**

- 1.1 Members of the Transport Strategy Group met with Peter Brett Associates (PBA) on 11<sup>th</sup> June to discuss the results of a study of traffic volumes in Henley town centre in December 2018, which were to be compared to results from a similar May 2015 study. The study involved 22 Automatic Traffic Counters (ATCs) recording traffic flows for a period of 7 days, starting on December 4<sup>th</sup> 2018.
- 1.2 Due to a need for further evidence on traffic flows in Henley, it was decided that a smaller traffic flow study should be carried out in June, using 6 strategically-placed ATCs. To procure comparable data with the May 2015 study, it is necessary that the study is carried out by the start of July. The time-sensitive nature required that it be brought to Full Council.
- 1.3 The Transport Strategy Group is requesting that the Council allocates up to £2,000 from Community Infrastructure Levy (CIL) monies.

**2. Background Information**

- 2.1 In May 2015, PBA carried out a study into traffic volumes in Henley town centre. A second study was carried out in December 2018, in order to obtain comparable data into traffic flows in Henley.
- 2.2 There is a feeling among members of the Transport Strategy Group that traffic congestion in Henley has worsened between 2015 and 2018. However, the results of the December 2018 study did not reflect this.
- 2.3 In a meeting with PBA on 11<sup>th</sup> June, it was acknowledged that there were seasonal differences which may have impacted traffic counts. In addition, static traffic over ATCs interferes with the ATC counting. Therefore, in areas of heavy traffic – such as on Henley Bridge – the counting statistics were likely to have been disrupted.

**3. Detailed Consideration**

- 3.1 As a result of seasonal variations, and interferences in the ATCs counting process, it was decided at the 11<sup>th</sup> June meeting with PBA that a third study would provide a more representative comparison with the data collected in

May 2015, and add to the data evidence to take to Oxfordshire County Council (OCC) in preparation for modelling.

- 3.2 Members of the Transport Strategy Group intend to meet with OCC in order to establish a modelling plan with the aim of improving traffic flow and air quality in Henley town centre.
- 3.3 In order to meet with OCC and discuss traffic modelling plans, HTC needs relevant evidence to support the demands of being in need of traffic flow improvements. A further study would provide this essential evidence.
- 3.4 The proposed study would be smaller than the December 2018 research, consisting of only 6 ATCs at the gateways into the town. This would require up to £2,000 of funding. These 6 ATCs will be placed at the top of White Hill; on the Wargrave Road; on the Reading Road; on the Fairmile; on the Marlow Road; and Greys Road. They would be situated beyond the usual extent of traffic queues.
- 3.5 HTC has £34,413 of CIL funds that has not yet been pledged. The Council expecting to receive approximately £62,000 of further CIL funding in coming months. So far, CIL funding has been allocated to a 3G pitch at Jubilee Park; the new town bus service; and 17 new planters for the town centre, to name a few projects. This study would require up to £2,000, leaving approximately £32,000 of current CIL funds available, in addition to the expected further funding.

#### **4. Recommendation/Conclusion**

- 4.1 That Councillors approve the use of £2,000 of CIL funding for additional Traffic Flow Monitoring.

12<sup>th</sup> June 2019  
India Burgess, Student