Herefordshire Council

HEREFORDSHIRE COUNCIL

Hereford City Centre Transport Package (HCCTP)

Interim Traffic Flow Evaluation Report

November 2020

Contents Amendment Record

This report has been issued and amended as follows:

Issue	Revision	Description	Date	Signed
1	0.1	HCCTP TFER	11.11.19	JC
2	0.2	HCCTP TFER	18.11.19	JC
3	1.0	HCCTP TFER	25.11.19	JC
4	1.1	HCCTP TFER	23.01.20	JC
5	1.2	HCCTP TFER	03.11.20	JC

Contents

1.0 Introduction

This report provides an evaluation of traffic flow changes following the opening of the Hereford City Link Road (CLR) in 2017. The analysis compares data from 2014 (before the CLR was operational) with data from 2018 (one year after the CLR opening).

The CLR forms one element of an overarching package of measures forming the Hereford City Centre Transport Package (HCCTP). The HCCTP aims to support economic growth, improve accessibility and encourage active travel in Hereford, in line with the adopted policies of Herefordshire Council, the Marches Local Enterprise Partnership (LEP) and central government. The CLR component of the HCCTP will address a number of transport related problems set out in both the business case[1] and transport assessment report[2]. These are provided in Table 1 below and will be drawn upon in this report.

***Table 1**- The HCCTP transport related problems and resolutions from the HCCTP business case*

Problem	CLR contribution to resolution
Car dominated environment limiting use of active travel modes	The CLR will provide an alternative route for traffic travelling east-west across the north of the city centre with consequent rerouting of journeys to this new route from Newmarket St, Blueschool St and Commercial Rd. The package of measures will encourage greater use of non-car modes for journeys to/from/within the city centre contributing towards a reduction in car dependency.
Severance	The CLR as well as public realm improvements along Newmarket St, Blueschool St and Commercial Rd will help to manage traffic volumes and reduce speeds thereby reducing severance and creating a safe and more pleasant environment for pedestrians and cyclists.
Deteriorating public transport performance	The HCCTP and CLR will contribute towards improving bus and passenger access to and from bus stops along the inner ring road and Commercial Rd and in turn improve performance
Accessibility including public transport, cycling and pedestrians	The CLR will provide access to and across the ESG regeneration area opening up land which is currently inaccessible and underutilised, as well as improve access to the railway station and associated transport hub
Safety	The HCCTP will better manage traffic flows and speeds along Commercial Rd, Blueschool St and Newmarket St.
Sub-optimal interchange provisions	The CLR will provide improved vehicular access to the station from the north and west. The HCCTP as a whole will provide enhanced quality facilities for interchange.
Impact on health and physical activity	The new infrastructure and improved environment for pedestrians and cyclists will encourage more active travel, reduce short distance journeys by car, increase physical activity and lead to health benefits.

The CLR specific objectives established to address these problems include:

- *Objective L2-O1 – Unlock inaccessible and underutilised land for development within the ESG area through provision of:*
    - *A new (0.8km) single carriageway road (the CLR) from Edgar Street to Commercial Road; and*

[1] *Hereford City Centre Transport Package Business Case (WSP, November 2015)*

[2] *Edgar Street to Commercial Road Link Road and Cycleway: Transport Assessment Vol. 1 Main Report (Crowd Dynamics, October 2009)*

- *A new 0.8km off-road cycle way along the CLR.*

- *Objective L2-O2 – Improve multi-modal access to the railway station, including through provision of :*
    - *A new single carriageway road between Edgar Street (A49) the railway station and the A465; and*
    - *A new 0.8km off-road cycle way between Edgar Street and the railway station.*
- *Objective L2-O3 – Provide additional highway capacity on the network to enable delivery of HCCTP improvements to existing city centre transport infrastructure and public realm.*

2.0 Specification from the HCCTP MEP

The specification for the evaluation of the CLR contained in this report is set out in the '*HCCTP Monitoring and Evaluation Report (MEP) October 2014'*.

Table 2 provides a summary of the data requirements for the HCCTP as set out in the MEP. The first year full evaluation report will be published one year after completion of the HCCTP and the five year full evaluation report will be published five years after completion of the HCCTP.

Table 2- *MEP data requirements and reporting timeframe*

Survey metric	Data requirement	Interim traffic flow evaluation report	First year full evaluation report	Five year full evaluation report
Road traffic flows	Automatic Traffic Count surveys	√	√	√
	Manual junction count surveys	√	√	√
Walking and cycling	Pedestrian surveys		√	√
	Cycle turning count surveys		√	√
Bus usage	Bus patronage surveys		√	√
Rail usage	Mode share rail passenger surveys		√	√
Journey time and reliability	Journey time data from Highway Analyst		√	√
	Queue length surveys		√	√
Economic impacts	Additional employment floor space		√	√
	No of jobs created		√	√
	Total amount of completed city centre uses		√	√
	Performance of city centres through retail assessment		√	√
Carbon	Transport User Benefit analysis		√	√
Air Quality	NOx diffusion tube data		√	√

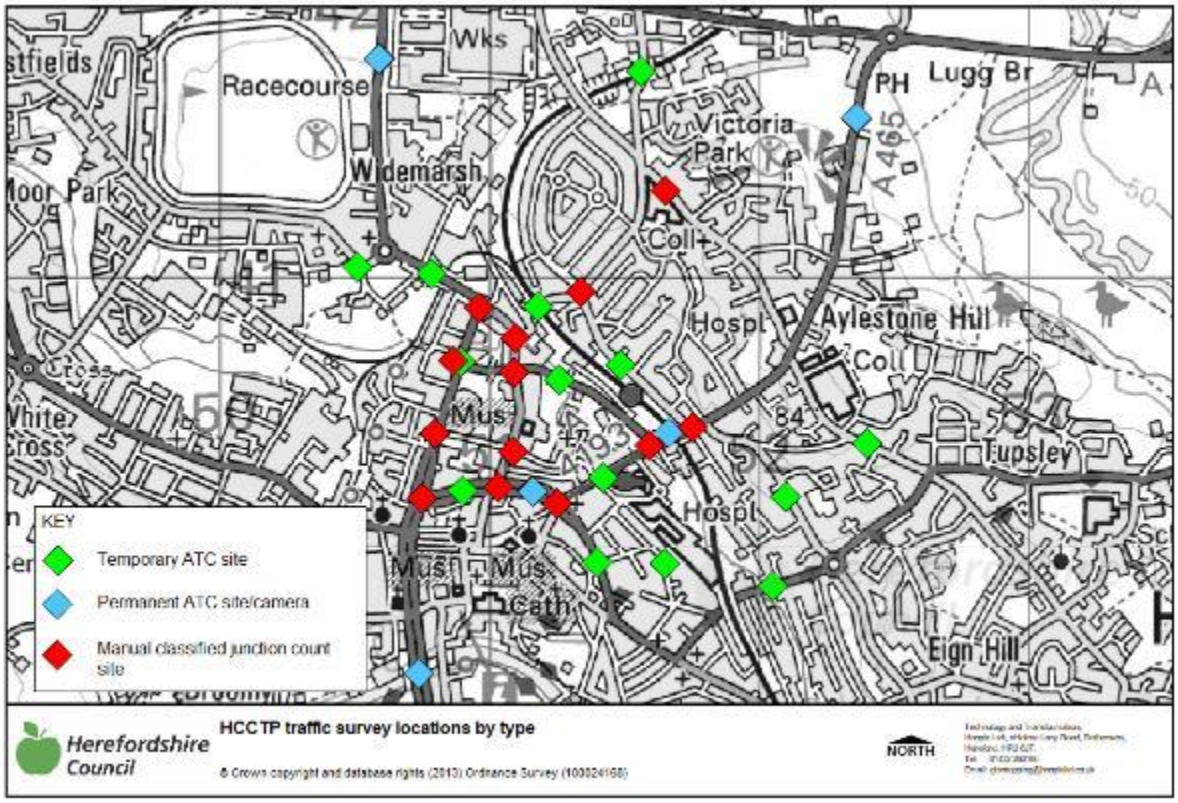
3.0 Surveys

Table 3 provides information on the traffic data used for this analysis, the survey timescales and their methodology. Figure 1 shows the locations of the various traffic surveys undertaken for the HCCTP and the survey type.

***Table 3**- Data source, survey timescales and data methodology*

Survey type/Data source	Survey dates	Methodology
Permanent Automatic Traffic Counters (ATCs)	6th-25th October 2014 18th February 2019-17th March 2019	ATC using induction loops in carriageway
Temporary ATCs	6th-25th October 2014 18th February 2019-17th March 2019	ATC using temporary tubes secured on carriageway
Manual Classified Junction Counts	22nd October 2014 16th October 2018 24th October 2019 (two additional surveys undertaken)	Multi-modal video cameras

***Figure 1**- Traffic survey locations and type*



4.0 Variability, growth assumptions and other scheme effects on traffic flows

4.1 Accounting for monthly variability in traffic flows

To ensure that the HCCTP 'before' and 'after' survey data is representative of annual average traffic conditions in each year, with any variations due to monthly variation removed, the count data was factored using locally obtained data . This comprised:

- For the 'before' data - factoring October 2014 12 hour and peak hour count data to establish 2014 annual average 12 hour and peak hour flows and
- For the 'after' data- factoring February/March 2019 12 hour and peak hour count data to establish 2018 annual average 12 hour and peak hour flows.

4.2 Growth assumptions

To ensure the CLR evaluation allowed for any local growth in traffic that could have occurred whether the city link road was in place or not, national, regional and local traffic data was analysed to establish the change in traffic flows between 2014 and 2018. Locally, on Greyfriars Bridge, traffic flows declined by 2% between 2014 and 2018, whilst regional and national traffic levels increased by 4% and 5% respectively. For the purposes of this analysis, it has therefore been assumed that traffic levels have remained static between 2014 and 2018.

Traffic flows on A49 Greyfriars Bridge were used to establish monthly variation and growth factors for this evaluation because:

- The flow profiles on the bridge are considered to be representative of those present in the area affected by the CLR;
- Traffic flows on the bridge are considered to be unaffected by the changes brought about by the CLR; and
- Traffic data obtained from the counter on the A49 Greyfriars Bridge is considered to be statistically robust.

4.3 Other schemes having effects on traffic flows

There were a number of other changes which took place in Hereford that are likely to have effected traffic flows between 2014 and 2018. These include:

- A ban on right turning movements from Barrs Court Road onto the A465 Aylestone Hill;
- The opening of the Old Market retail area and its associated car parks (e.g. Merton Meadow access changes and the introduction of the Old Market car park);
- Implementation of new residents parking schemes in the north west of Hereford;
- The introduction of on-street parking charges in the city centre; and
- New development in the HCCTP area.

These changes will have influenced vehicle movements in the city centre and therefore will be present in the 2018 data.

5.0 Results

Table 4 and Figure 2 provides daily, morning peak (0800-0900) and evening peak (1700-1800) annual average traffic flows and percentage change in flows from 2014 to 2018 on all of the main links in the HCCTP study area. The turning count for each year can be found in **Appendix A**.

Following a series of checks to establish validity it was concluded that the ATC data analysed for this report lacked consistency when compared with the manual classified junction count survey data which, due to the more rigorous recording process, was considered to be more reliable than the ATC data. Consequently, a significant proportion of ATC data was rejected and has therefore not been included in this analysis.

The results of the traffic flow analysis show the following main changes between 2014 and 2018:

- **Morning peak hour**
  - Traffic flows have decreased on Newmarket St (-19%), Blueschool St (-20%), Barrs Court Rd (-6%), Commercial Rd (-25% to -37%) and Aylestone Hill (-24%) and have increased on Edgar St (21% to 25%), Burcott Rd (+16%), Venns Lane (+14%) and College Rd (+42%); and
  - The following vehicles have transferred to the CLR in the morning peak:
    - 294 vehicles on the section west near the A49;
    - 290 vehicles on the section west of Widemarsh Street;
    - 590 on the section east of Widemarsh Street; and
    - 576 on the section west of Station Approach.

- **Evening peak hour**
  - Traffic flows have decreased on Newmarket St (-9%), Blueschool St (-6%), Aylestone Hill (-4%), Barrs Court Rd (-16%), and Commercial Rd (-13% to -26%) and have increased on Edgar St (32% to 68%), Burcott Rd (+5%), Venns Lane (+8%) and College Rd (+15%); and
  - The following vehicles have transferred to the CLR in the evening peak:
    - 285 vehicles on the section west near the A49;
    - 379 vehicles on the section west of Widemarsh Street;
    - 671 on the section east of Widemarsh Street; and
    - 556 on the section west of Station Approach.

- **Daily traffic flows**
  - Daily traffic flows have decreased on Newmarket St (-10%), Blueschool St (-13%), Barrs Court Rd (-50%) and Commercial Rd (-17% to -24%) and have increased on Edgar St (17% to 19%), Venns Lane (+16%) and College Rd (+6%); and
  - The following vehicles have transferred to the CLR:
    - 3,849 vehicles on the western section near the A49;
    - 4,288 vehicles on the section west of Widemarsh Street;
    - 8,308 on the section east of Widemarsh Street; and
    - 8,272 on the section west of Station Approach.

***Table 4**- 24hr, AM and PM peak annual average link flows and % difference in flows in 2014 and 2018*

		Annual average link flow by year and time period								
		2014			2018			% difference		
Link	Road name	AM peak	PM peak	Daily	AM peak	PM peak	Daily	AM peak	PM peak	Daily
1	Newtown Rd West	1935	1747	25834	1743	1678	26325	-10%	-4%	2%
2	Newtown Rd East	826	673	9162	770	787	9654	-7%	17%	5%
3	Edgar St North of CLR	1162	1124	14334	1090	1281	14600	-6%	14%	2%
4	Edgar St North of Black friars	1408	858	18413	1756	1444	21857	25%	68%	19%
5	Edgar St South of Blackfriars	1597	1355	21997	1928	1790	25793	21%	32%	17%
6	Newmarket St	2093	1746	27362	1687	1596	24598	-19%	-9%	-10%
7	Blueschool St	2420	1883	27794	1946	1764	24206	-20%	-6%	-13%
8	Commercial Rd Clr-Barrs Crt	1464	1613	20032	1103	1395	16716	-25%	-13%	-17%
9	Commercial Rd S of Monkmoor St	1289	1137	16584	807	929	12589	-37%	-18%	-24%
10	Commercial Rd N of Monkmoor St	1390	1383	18026	895	1027	14057	-36%	-26%	-22%
11	Widemarsh St (Newtown rd- CLR)	904	930	10939	948	1228	11132	5%	32%	2%
12	Widemarsh St (Black junc to CLR)	725	915	10018	689	842	10875	-5%	-8%	9%
13	Widemarsh Street (A438-Blackfr junc)	472.5	612	6563	500	566	7574	6%	-8%	15%
14	Aylestone Hill	1838	1729	21407	1396	1657	18824	-24%	-4%	-12%
15	Blackfriars St West	264	576	5136	233	503	6140	-12%	-13%	20%
16	Blackfriars East	236	478	4831	234	395	5226	-1%	-17%	8%
17	Coningsby St	277	252	3235	164	131	2174	-41%	-48%	-33%
18	Barrs Court Rd	696	779	8537	657	655	5091	-6%	-16%	-40%
19	Farriers Way	659	710	8221	612	573	6702	-7%	-19%	-18%
20	Bath St	1473	1238	16553	1435	1343	17433	-3%	8%	5%
21	Burcott Road	676	873	9279	785	917	8981	16%	5%	-3%
22	College Road	735	811	8506	1041	929	9033	42%	15%	6%
23	Venns Lane	554	566	6087	647	615	7284	14%	8%	16%
24	CLR (west at j/w Edgar St)				294	285	3849			
25	CLR (west of Widemarsh St)				290	379	4288			
26	CLR (East of Widemarsh St)				590	671	8308			
27	CLR (W of Station Approach)				576	556	8272			

	Increase in flows
	Decrease in flows

***Figure 2**- 24hr, AM and PM peak differences in 2 way traffic flows and percentage difference in 2 way traffic flows from 2014 to 2018*

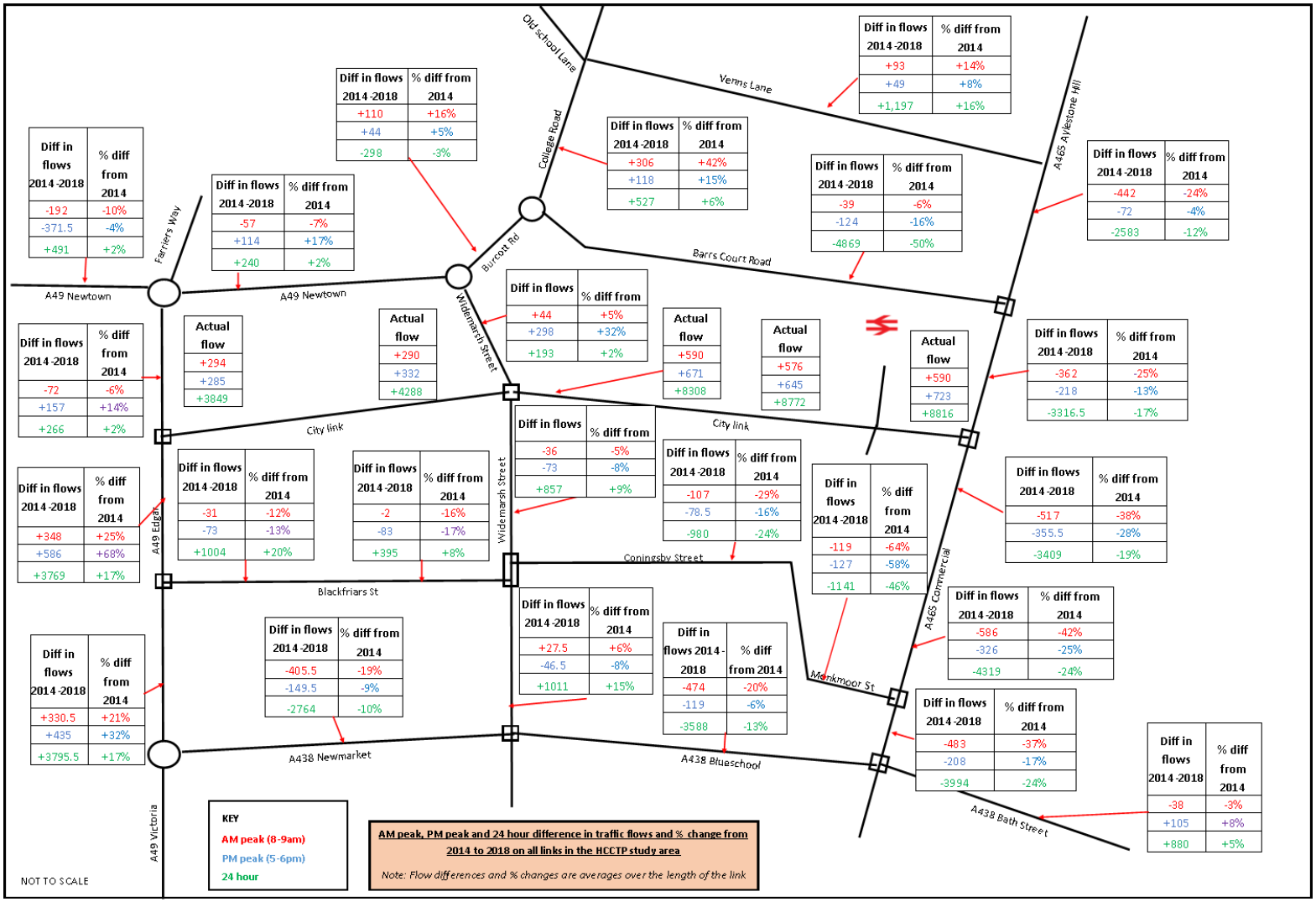


Table 5 provides a comparison of change in ‘actual’ traffic flows on key routes (i.e. from 2014 and 2018 survey data), with the change in the 2014 traffic flows forecast by the traffic model from the Traffic Assessment report with and without the link road.

The majority (79%) of ‘actual’ link flows in the PM peak showed a similar result to that which was forecast. There were two routes which recorded a decrease when the model forecasted an increase. These comprise:

- **Newtown Road West**; and
- **Coningsby Street**

There was one route which recorded an increase when the model forecasted a decrease:

- **Venns Lane**

Forecasts in the AM peak were less reliable with 50% of routes (7 of 14) showing the opposite result to that which was originally forecast. There were five routes which recorded a decrease, when the model forecasted an increase. These comprise:

- **Coningsby Street**;
- **Newtown Road West**;
- **Newtown Road East**;
- **Edgar Street North of CLR;** and
- **Widemarsh St South**.

There were two routes which recorded an increase when the model forecasted a decrease. These comprise:

- **Venns Lane**; and
- **College Road**.

Table 5- *Comparison of percentage change in traffic flows from 2014/2018 data and 2014 model forecasts*

	% change in 2014 and 2018 survey data		% change in original model forecasts with and without the link road	
Road name	**AM peak**	**PM peak**	**AM peak**	**PM peak**
Newtown Rd West	-10%	-4%	5%	5%
Newtown Rd East	-7%	17%	18%	51%
Edgar St North of CLR	-6%	14%	7%	8%
Edgar St South of Blackfriars	21%	32%	2%	10%
Newmarket St	-19%	-9%	-1%	-31%
Blueschool St	-20%	-6%	-18%	-28%
Commercial Rd S of Canal Rd	-37%	-18%	-44%	-63%
Widemarsh St South	-5%	-8%	15%	-17%
Aylestone Hill	-24%	-4%	-26%	-12%
Blackfriars St W	-12%	-13%	-14%	-24%
Coningsby St	-41%	-48%	45%	78%
Barrs Court Rd	-6%	-16%	-91%	-87%
College Road	42%	15%	-18%	2%
Venns Lane	14%	8%	-8%	-6%

	A reduction in flows
	An increase in flows

Table 6 sets out the transport problems in the HCCTP area against the outcomes to be delivered by the CLR in the business case.

Table 6*- The extent to which the CLR has mitigated the problems set out in the HCCTP business case*

Problem	CLR contribution to resolution	Extent to which the CLR has mitigated the problem
Car dominated environment limiting use of active travel modes	The CLR will provide an alternative route for traffic travelling east-west across the north of the city centre with consequent rerouting of journeys to this new route from Newmarket St, Blueschool St and Commercial Rd. The package of measures will encourage greater use of non-car modes for journeys to/from/within the city centre contributing towards a reduction in car dependency.	The CLR has provided an alternative route for traffic travelling east west across the north of the city. It has successfully removed traffic off Newmarket St, Blueschool St and Commercial Rd in the AM, PM and 24 hour periods and hence has contributed to providing a less car dominated environment. The delivery of the public realm improvements will further enhance these routes for pedestrians and cyclists.
Severance	The CLR as well as public realm improvements along Newmarket St, Blueschool St and Commercial Rd will help to manage traffic volumes and reduce speeds thereby reducing severance and creating a safe and more pleasant environment for pedestrians and cyclists.	The CLR has removed traffic on Newmarket St, Blueschool St and Commercial Rd across the AM, PM and 24hr periods and contributed to reduced severance. This outcome will be further improved with the delivery of public realm improvements.

Deteriorating public transport performance	The HCCTP and CLR will contribute towards improving bus and passenger access to and from bus stops along the inner ring road and Commercial Rd and in turn improve performance	Public transport performance will be evaluated in the 'First Year Evaluation report'.
Accessibility including public transport, cycling and pedestrians	The CLR will provide access to and across the ESG regeneration area opening up land which is currently inaccessible and underutilised, as well as improve access to the railway station and associated transport hub	The CLR has provided access to and from the ESG regeneration area and improved access to the railway station by motorised and non-motorised modes. The CLR has also opened up land for development with a super GP surgery already in development north of the CLR, with a number of others to follow.
Safety	The HCCTP will better manage traffic flows and speeds along Commercial Rd, Blueschool St and Newmarket St.	Safety will be evaluated in the 'First Year Evaluation Report' produced when the public realm measures have been delivered.
Sub-optimal interchange provisions	The CLR will provide improved vehicular access to the station from the north and west. The HCCTP as a whole will provide enhanced quality facilities for interchange.	The CLR has improved vehicular access to the railway station from the north and west through improved junction layouts at Station Approach. These will be further enhanced with the delivery of the transport hub.
Impact on health and physical activity	The new infrastructure and improved environment for pedestrians and cyclists will encourage more active travel, reduce short distance journeys by car, increase physical activity and lead to health benefits.	The impacts on health and physical activity will be evaluated in the 'First Year Evaluation Report'.

6.0 Conclusions

This report has analysed traffic data from 2014 and 2018 in the area likely to be affected by the opening of the CLR. It has identified some significant changes to traffic flows on the road network which are most likely attributable to the effect of the CLR introducing both additional traffic capacity, and routes which offer lower journey times and improved journey time reliability into the road network.

Whilst the traffic flows forming the basis of this evaluation are likely to contain the effects of other changes to the operation of the road network, it is not considered that these changes are likely to have compromised the aims of this evaluation.

Delivery of the CLR has realised objectives L2-01, L2 02 and L2 03 and related problems contained in the HCCTP business case. Furthermore, by providing an alternative route for traffic travelling east west across the north side of the city centre, traffic has re-routed between the new road and Edgar Street from Newmarket Street, Blueschool Street, Barrs Court Road, Aylestone Hill and Commercial Road. The distribution of this re-routing is broadly compatible with the traffic forecasts for the CLR shown in Table 5 although the scale of the change is less than that forecast for the full package. This initial reduction in traffic flows is likely to increase following delivery of the public realm components of the HCCTP.

The routes which have shown changes in traffic flows that differ significantly to those originally forecast include:

- A 41% and 48% **decrease** in traffic flows on Coningsby street and Monkmoor Street in the peak periods when a 45% and 78% **increase** in flows were originally forecast; and
- A 42% **increase** in traffic flows on College road in the morning peak when an 18% **decrease** was originally forecast. This is likely to be a result of extensive queuing on Aylestone Hill resulting in the use of College Road as an alternative route.

7.0 Next steps

Investigations are on-going as to the reasons behind the increase in traffic on College Road and how they can be mitigated. This issue will be a consideration in the design of measures for Commercial Road as part of the next phase of the HCCTP.

As noted in Table 2 the first year evaluation report will be published one year after the HCCTP is completed. The first year evaluation report will include the following:

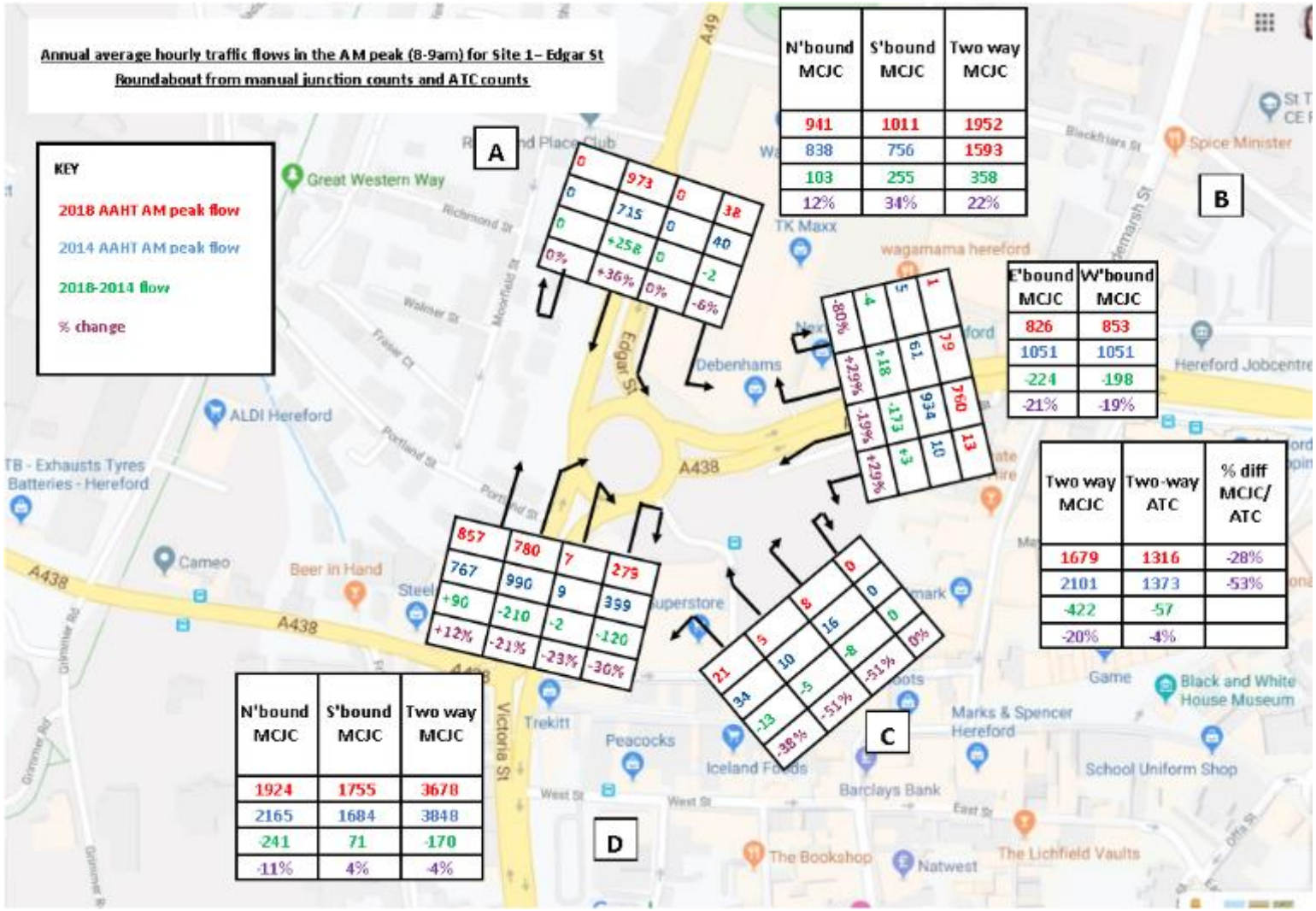
- Travel demand (public transport patronage, rail use, pedestrian and cycle counts);
- Travel times and reliability of travel times (journey times, queue length);
- Impacts on the economy (travel times/accessibility changes to businesses, employment levels, and rental values); and
- Environmental impacts (carbon, air quality).

A five year full evaluation report will also be produced five years after the full HCCTP has been delivered, repeating the analysis covered in the First Year Full Evaluation report.

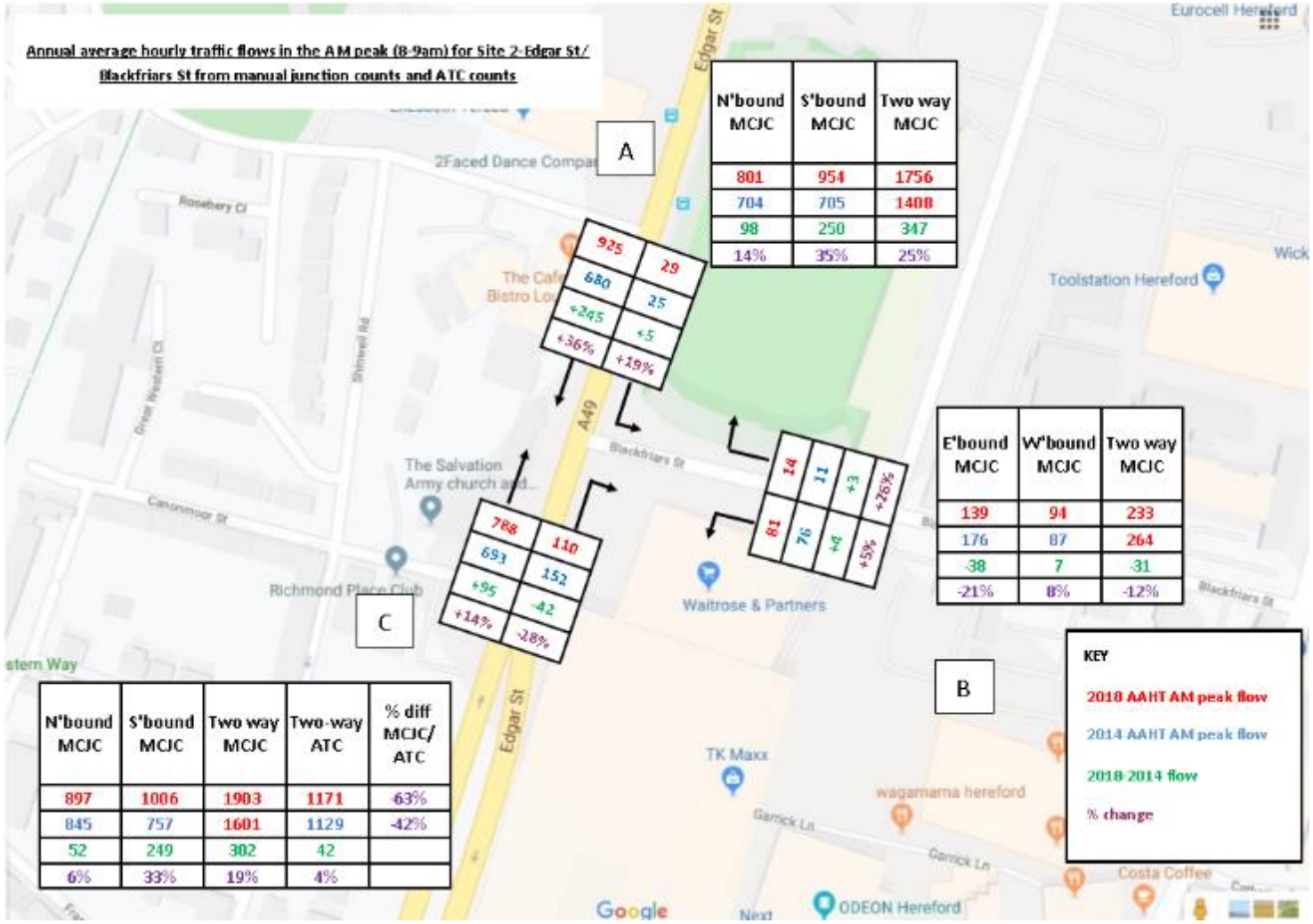
APPENDIX A- Manual classified turning count diagrams

AM Peak (8-9am)

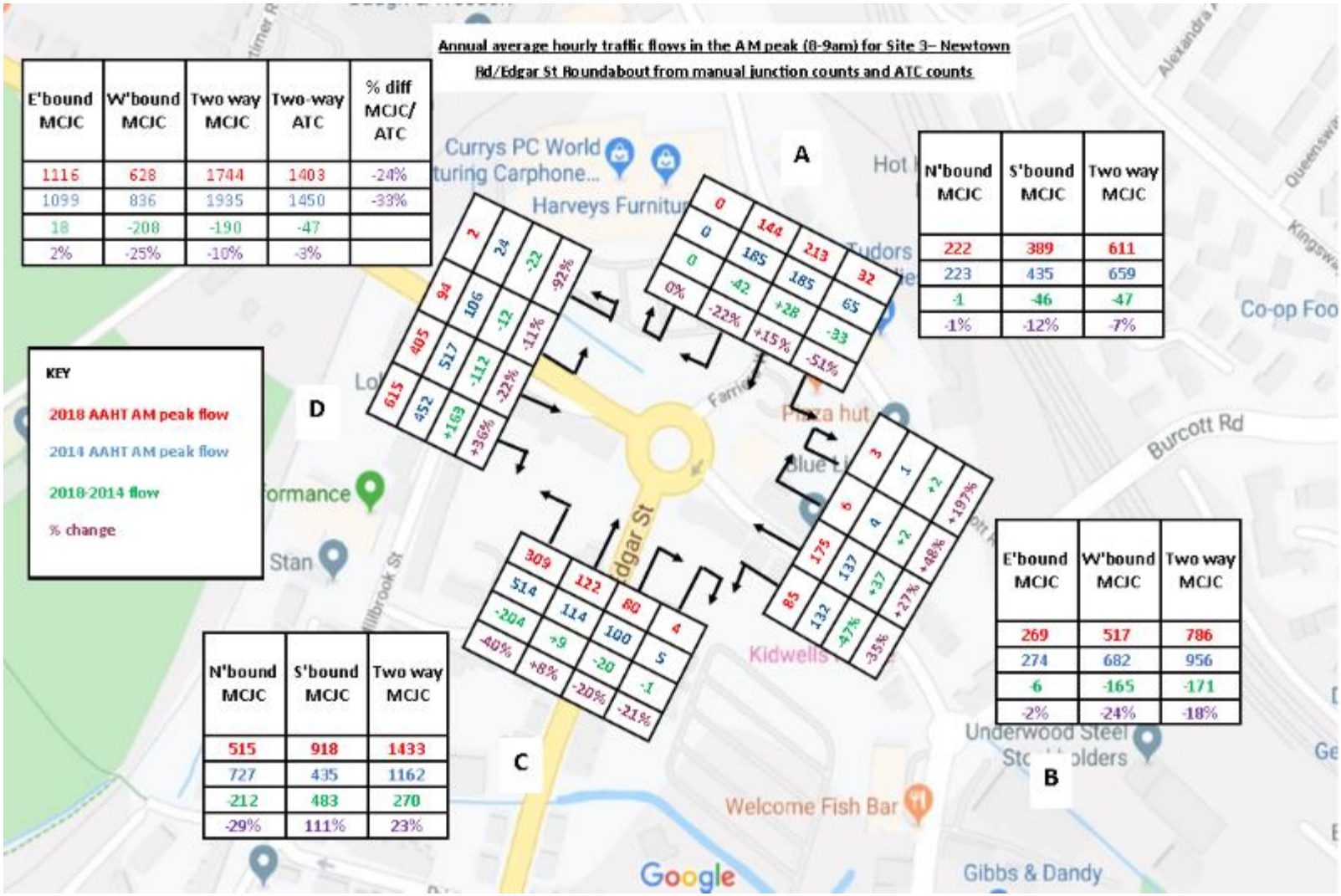
Site 1



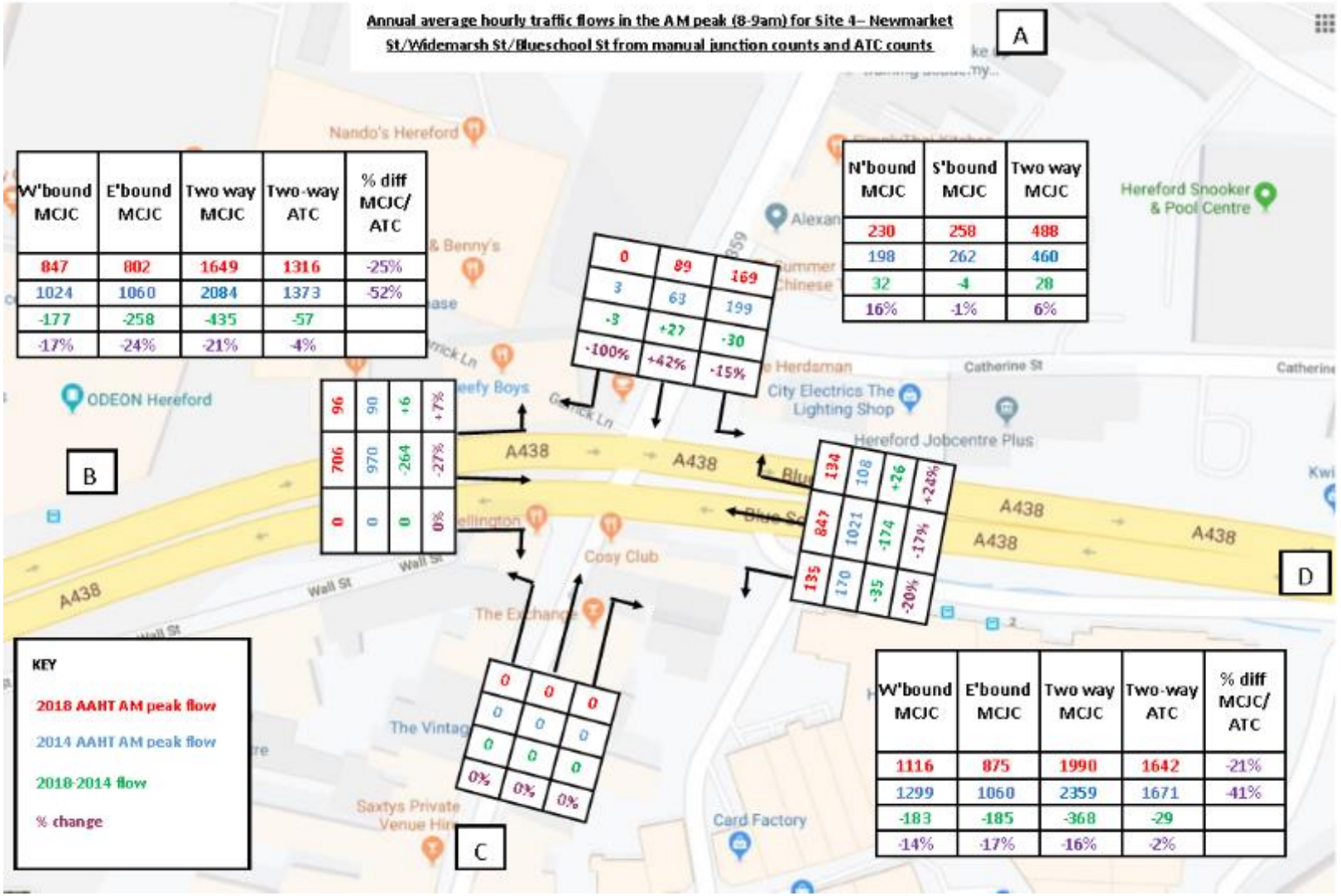
Site 2


Annual average hourly traffic flows in the AM peak (8-9am) for Site 2-Edgar St/ Blackfriars St from manual junction counts and ATC counts
A
B
C
N'bound MCJC
S'bound MCJC
Two way MCJC
801
954
1756
704
705
1408
98
250
347
14%
35%
25%
925
29
680
25
+245
+5
+36%
+19%
788
110
693
152
+95
-42
+14%
-28%
14
11
+3
+27%
81
76
+4
+5%
E'bound MCJC
W'bound MCJC
Two way MCJC
139
94
233
176
87
264
-38
7
-31
-21%
8%
-12%
N'bound MCJC
S'bound MCJC
Two way MCJC
Two-way ATC
% diff MCJC/ ATC
897
1006
1903
1171
63%
845
757
1601
1129
42%
52
249
302
42
6%
33%
19%
4%
KEY
2018 AAHT AM peak flow
2014 AAHT AM peak flow
2018-2014 flow
% change
Edgar St
A49
Blackfriars St
Eurocell Hereford
2Faced Dance Compa
Rosebery Cl
Toolstation Hereford
The Salvation Army church and...
Canonmoor St
Richmond Place Club
Waitrose & Partners
TK Maxx
wagamama hereford
Garrick Ln
Costa Coffee
ODEON Hereford
Google

Site 3


Annual average hourly traffic flows in the AM peak (8-9am) for Site 3– Newtown Rd/Edgar St Roundabout from manual junction counts and ATC counts
E'bound MCJC | W'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
1116 | 628 | 1744 | 1403 | -24%
1099 | 836 | 1935 | 1450 | -33%
18 | -208 | -190 | -47
2% | -25% | -10% | -3%
A
N'bound MCJC | S'bound MCJC | Two way MCJC
222 | 389 | 611
223 | 435 | 659
-1 | -46 | -47
-1% | -12% | -7%
B
E'bound MCJC | W'bound MCJC | Two way MCJC
269 | 517 | 786
274 | 682 | 956
-6 | -165 | -171
-2% | -24% | -18%
C
N'bound MCJC | S'bound MCJC | Two way MCJC
515 | 918 | 1433
727 | 435 | 1162
-212 | 483 | 270
-29% | 111% | 23%
D
KEY
2018 AAHT AM peak flow
2014 AAHT AM peak flow
2018-2014 flow
% change
Currys PC World
Harveys Furniture
Tudors
Plaza hut
Edgar St
Burcott Rd
Kidwells
Underwood Steel
Welcome Fish Bar
Gibbs & Dandy
Google

Site 4

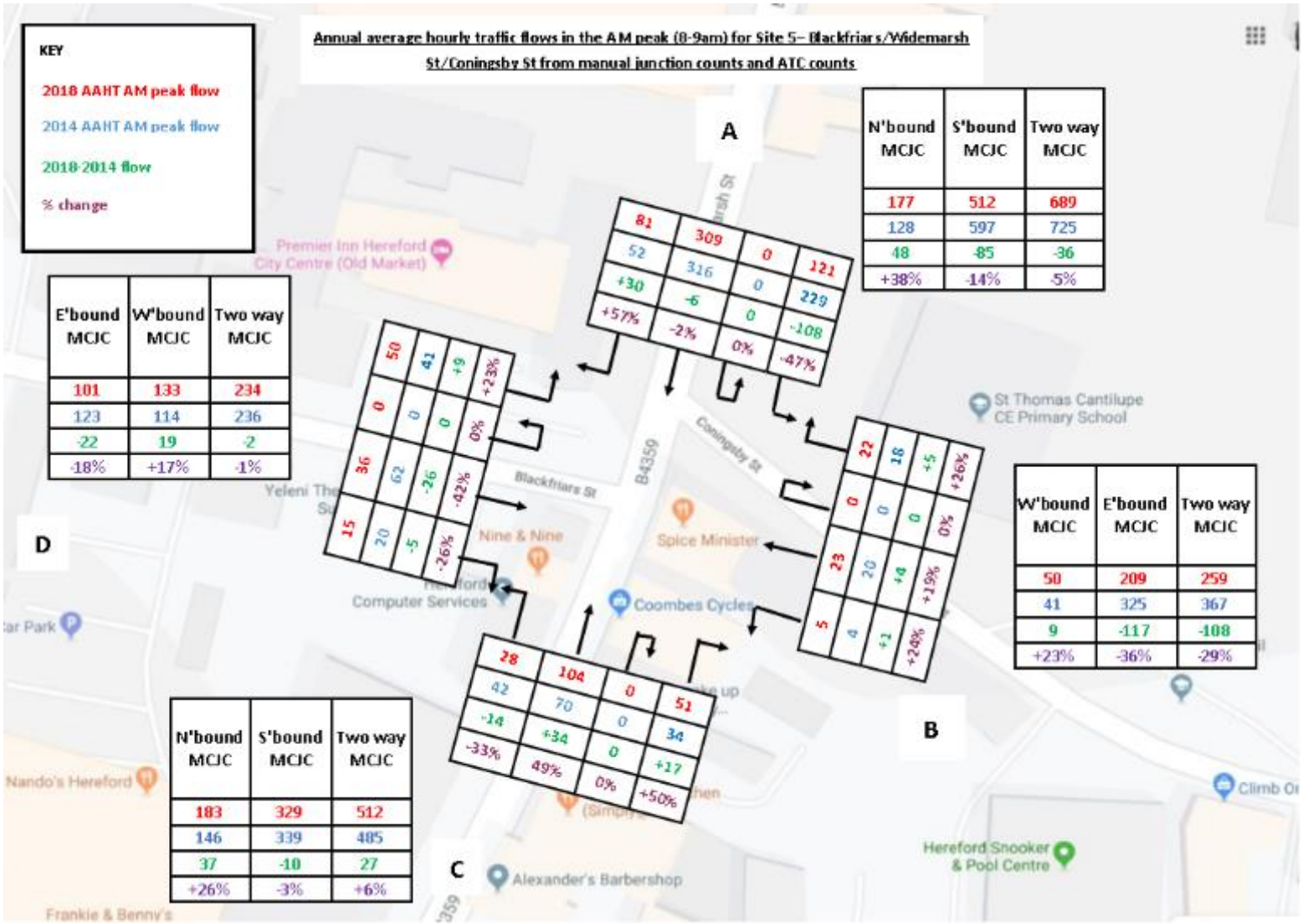


W'bound MCJC	E'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
847	802	1649	1316	-25%
1024	1060	2084	1373	-52%
-177	-258	-435	-57	
-17%	-24%	-21%	-4%	

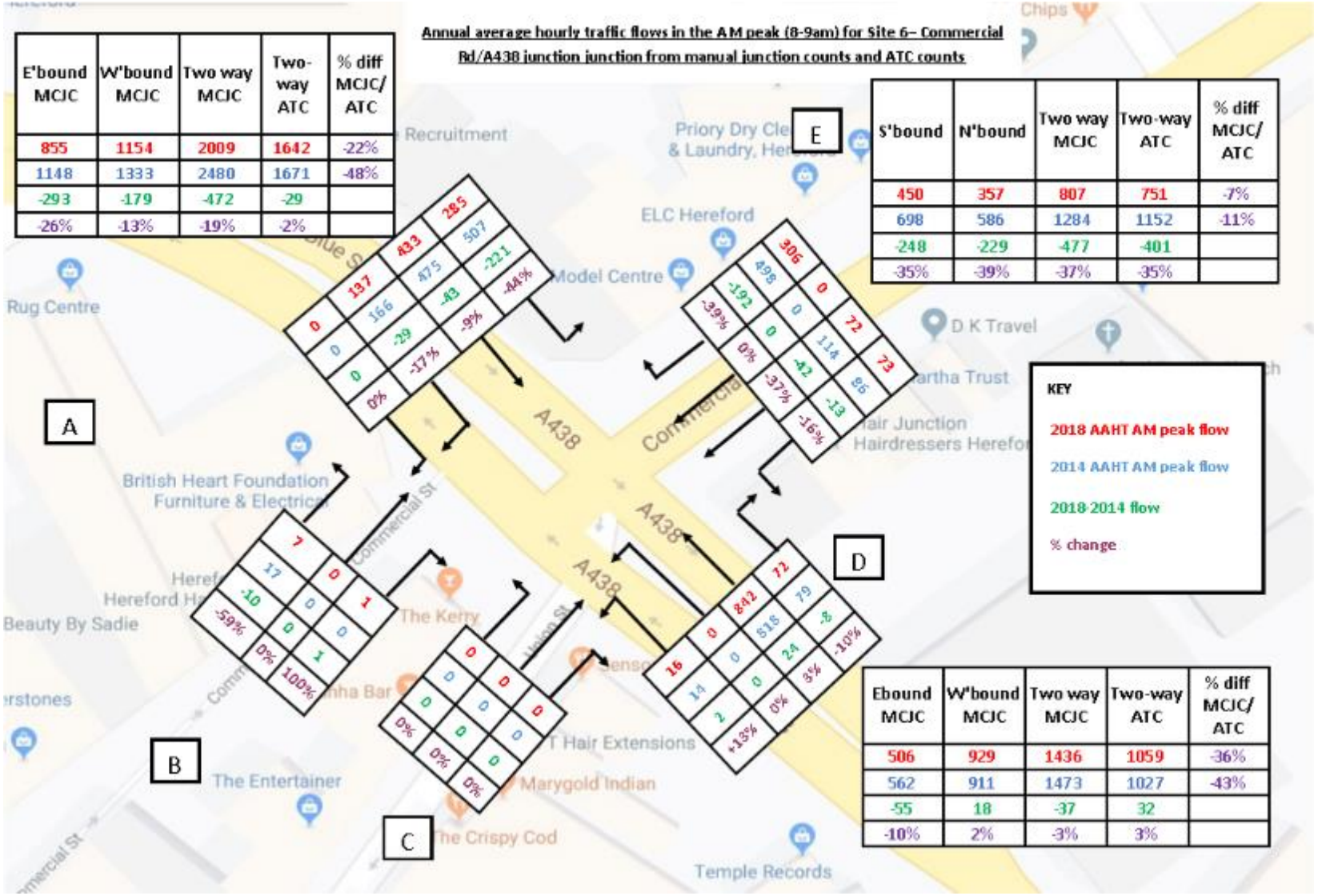
N'bound MCJC	S'bound MCJC	Two way MCJC
230	258	488
198	262	460
32	-4	28
16%	-1%	6%

W'bound MCJC	E'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
1116	875	1990	1642	-21%
1299	1060	2359	1671	-41%
-183	-185	-368	-29	
-14%	-17%	-16%	-2%	

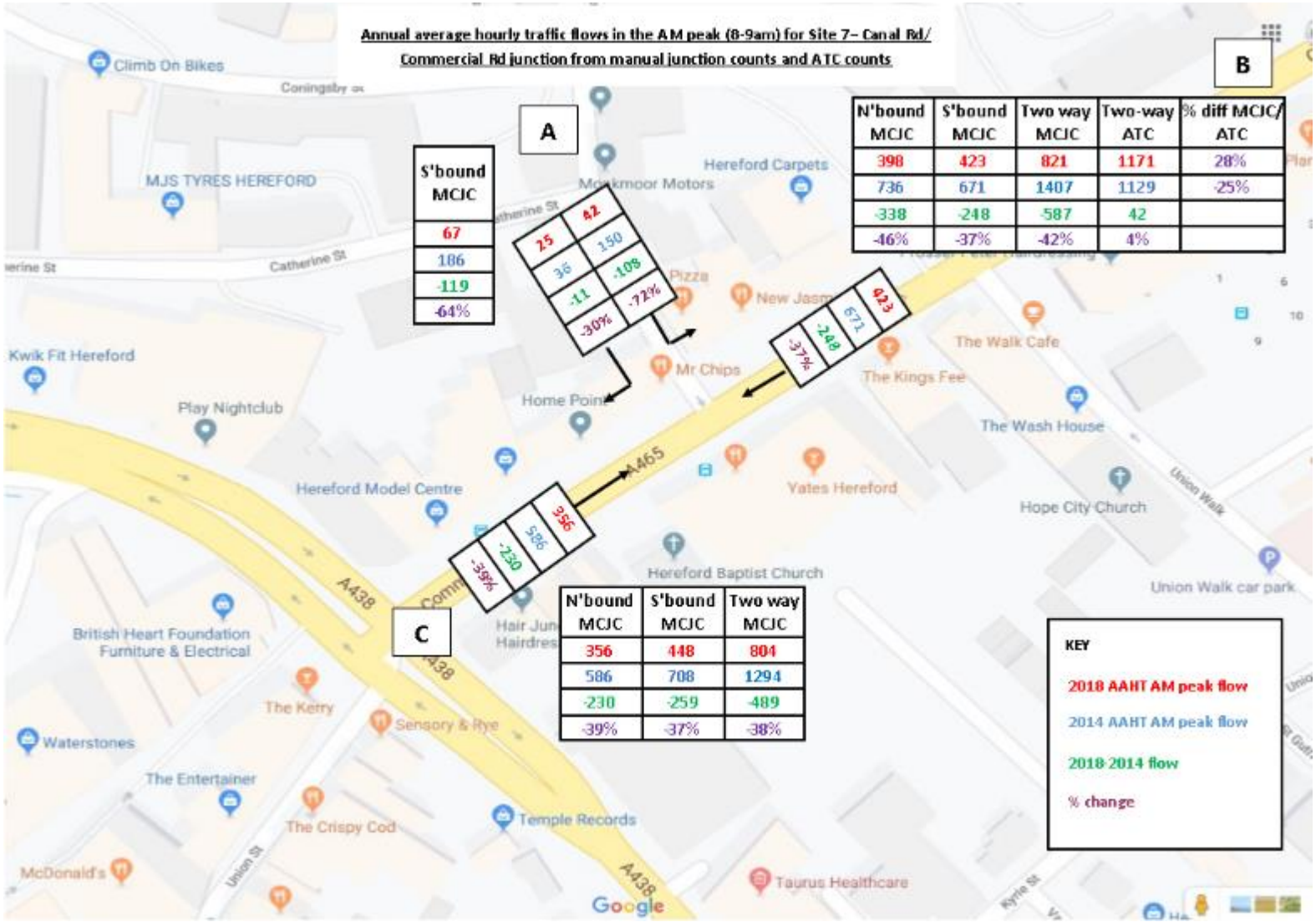
Site 5


KEY
2018 AAHT AM peak flow
2014 AAHT AM peak flow
2018-2014 flow
% change
Annual average hourly traffic flows in the AM peak (8-9am) for Site 5– Blackfriars/Widemarsh St/Coningsby St from manual junction counts and ATC counts
A
N'bound MCJC | S'bound MCJC | Two way MCJC
177 | 512 | 689
128 | 597 | 725
48 | -85 | -36
+38% | -14% | -5%
81 309 0 121
52 316 0 229
+30 -6 0 -108
+57% -2% 0% -47%
B
W'bound MCJC | E'bound MCJC | Two way MCJC
50 | 209 | 259
41 | 325 | 367
9 | -117 | -108
+23% | -36% | -29%
22 16 +5 +26%
0 0 0 0%
23 20 +4 +19%
5 4 +1 +24%
C
N'bound MCJC | S'bound MCJC | Two way MCJC
183 | 329 | 512
146 | 339 | 485
37 | -10 | 27
+26% | -3% | +6%
28 104 0 51
42 70 0 34
-14 +34 0 +17
-33% 49% 0% +50%
D
E'bound MCJC | W'bound MCJC | Two way MCJC
101 | 133 | 234
123 | 114 | 236
-22 | 19 | -2
-18% | +17% | -1%
50 41 +9 +23%
0 0 0 0%
36 62 -26 -42%
15 20 -5 -26%
Premier Inn Hereford City Centre (Old Market)
St Thomas Cantilupe CE Primary School
Blackfriars St
B4359
Coningsby St
Nine & Nine
Spice Minister
Coombes Cycles
Computer Services
Nando's Hereford
Alexander's Barbershop
Hereford Snooker & Pool Centre
Frankie & Benny's

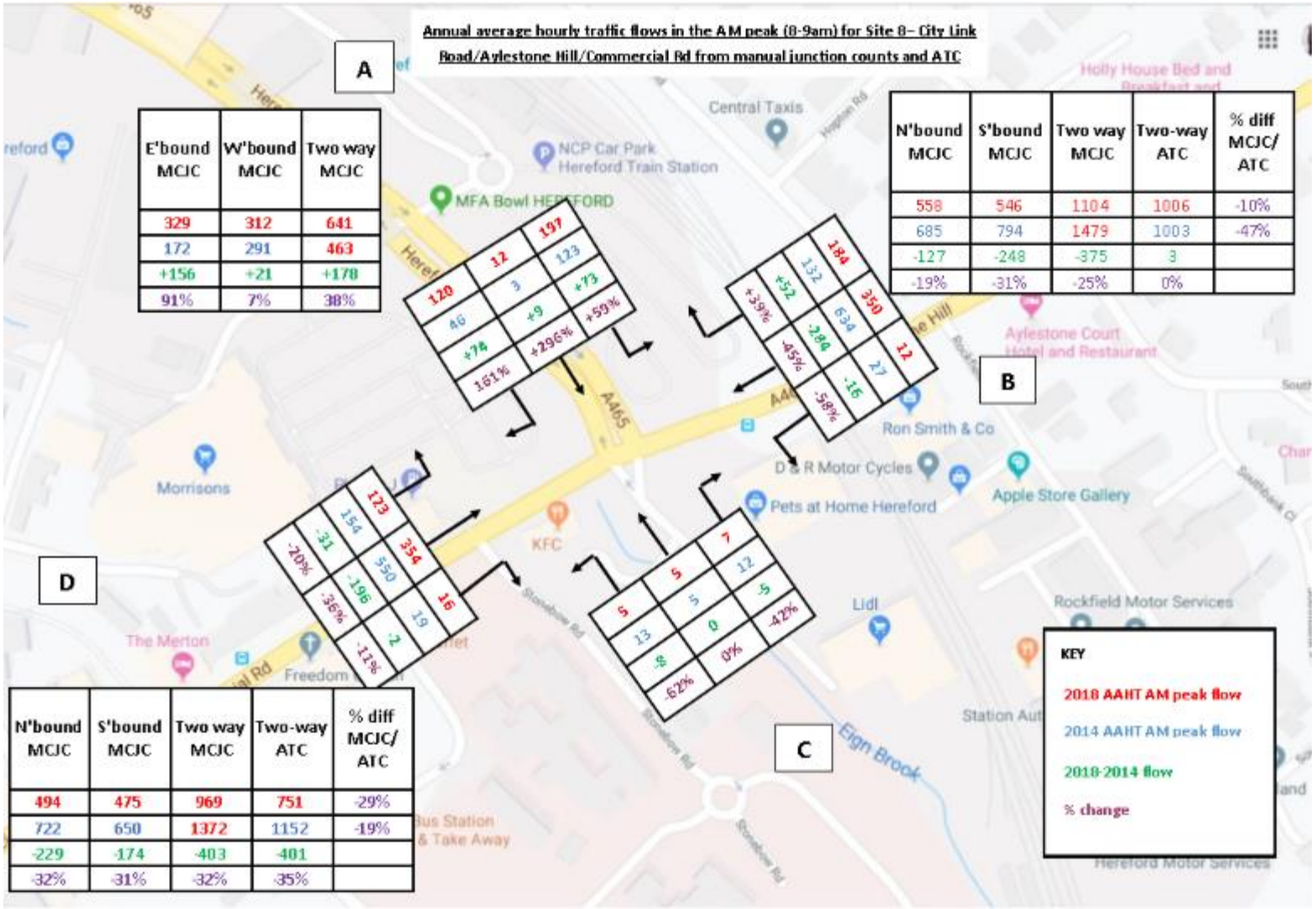
Site 6


Annual average hourly traffic flows in the AM peak (8-9am) for Site 6– Commercial Rd/A438 junction junction from manual junction counts and ATC counts
E'bound MCJC | W'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
855 | 1154 | 2009 | 1642 | -22%
1148 | 1333 | 2480 | 1671 | -48%
-293 | -179 | -472 | -29 |
-26% | -13% | -19% | -2% |
S'bound | N'bound | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
450 | 357 | 807 | 751 | -7%
698 | 586 | 1284 | 1152 | -11%
-248 | -229 | -477 | -401 |
-35% | -39% | -37% | -35% |
Ebound MCJC | W'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
506 | 929 | 1436 | 1059 | -36%
562 | 911 | 1473 | 1027 | -43%
-55 | 18 | -37 | 32 |
-10% | 2% | -3% | 3% |
KEY
2018 AAHT AM peak flow
2014 AAHT AM peak flow
2018-2014 flow
% change
A
B
C
D
E
A438
Commercial St
Recruitment
ELC Hereford
Model Centre
Rug Centre
D K Travel
British Heart Foundation Furniture & Electrical
The Kerry
Beauty By Sadie
The Entertainer
Marygold Indian
The Crispy Cod
Temple Records

Site 7


Annual average hourly traffic flows in the AM peak (8-9am) for Site 7– Canal Rd/ Commercial Rd junction from manual junction counts and ATC counts
A
S'bound MCJC
67
186
-119
-64%
42
25
150
36
-108
-11
-72%
-30%
B
N'bound MCJC
S'bound MCJC
Two way MCJC
Two-way ATC
% diff MCJC/ ATC
398
423
821
1171
28%
736
671
1407
1129
-25%
-338
-248
-587
42
-46%
-37%
-42%
4%
423
671
-248
-37%
C
N'bound MCJC
S'bound MCJC
Two way MCJC
356
448
804
586
708
1294
-230
-259
-489
-39%
-37%
-38%
356
586
-230
-39%
KEY
2018 AAHT AM peak flow
2014 AAHT AM peak flow
2018-2014 flow
% change
Climb On Bikes
MJS TYRES HEREFORD
Hereford Carpets
Catherine St
Kwik Fit Hereford
Play Nightclub
Home Point
Mr Chips
The Walk Cafe
The Kings Fee
The Wash House
Hereford Model Centre
Yates Hereford
Hope City Church
Union Walk
Union Walk car park
Hereford Baptist Church
A465
A438
British Heart Foundation Furniture & Electrical
The Kerry
Sensory & Rye
Waterstones
The Entertainer
The Crispy Cod
Temple Records
McDonald's
Taurus Healthcare
Google

Site 8

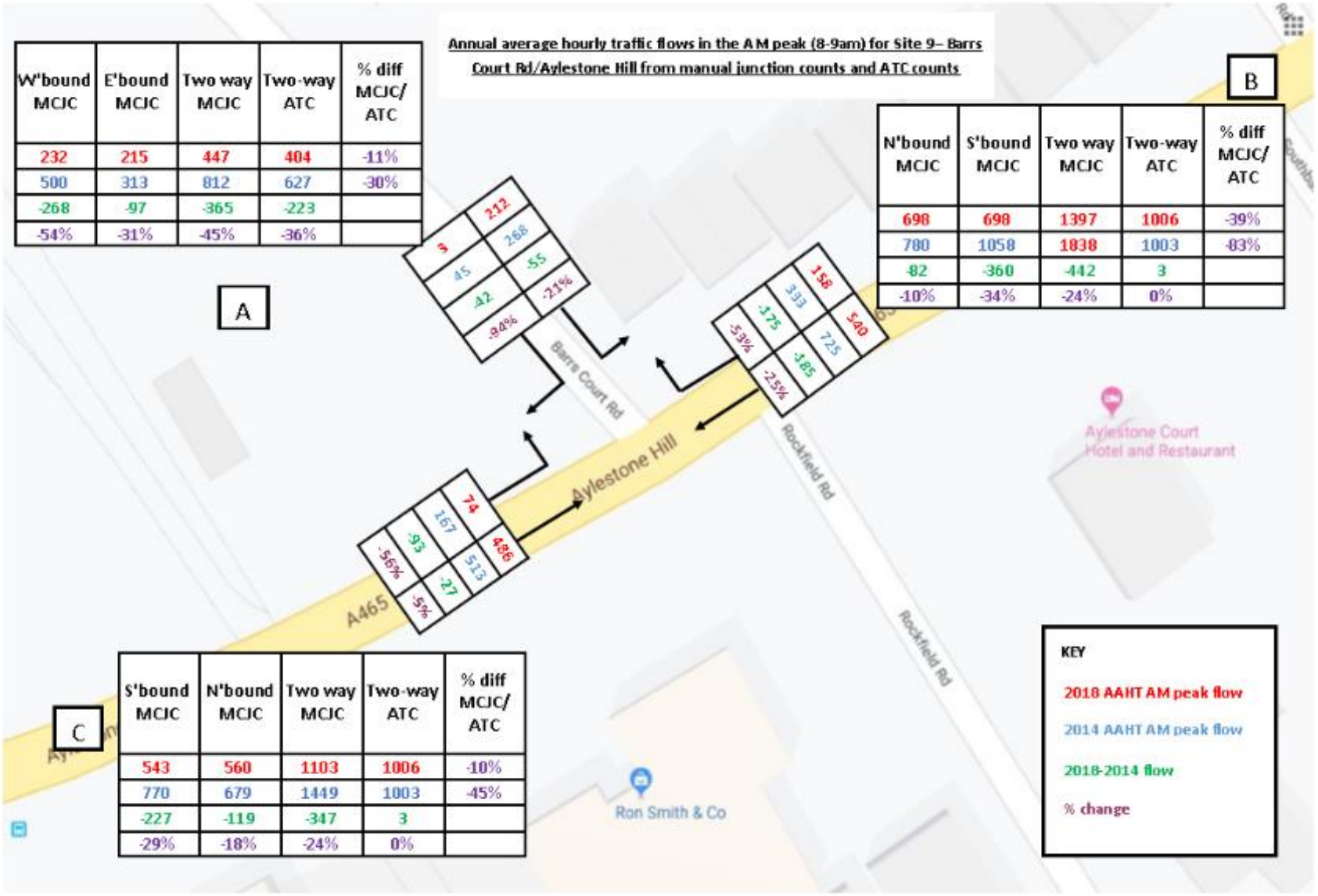


E'bound MCJC	W'bound MCJC	Two way MCJC
329	312	641
172	291	463
+156	+21	+178
91%	7%	38%

N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
558	546	1104	1006	-10%
685	794	1479	1003	-47%
-127	-248	-375	3	
-19%	-31%	-25%	0%	

N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
494	475	969	751	-29%
722	650	1372	1152	-19%
-229	-174	-403	-401	
-32%	-31%	-32%	-35%	

Site 9

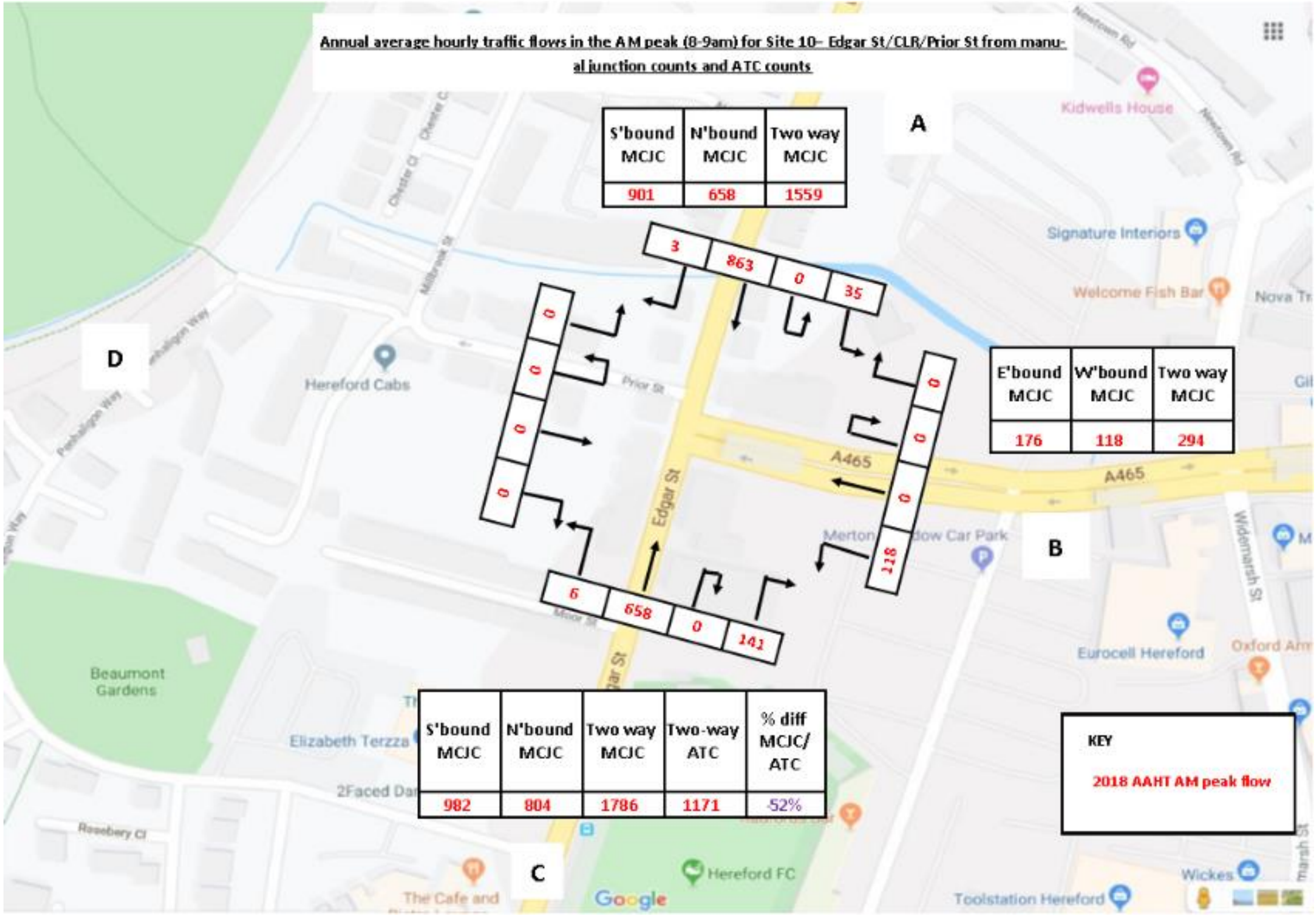


W'bound MCJC	E'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
232	215	447	404	-11%
500	313	812	627	-30%
-268	-97	-365	-223	
-54%	-31%	-45%	-36%	

N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
698	698	1397	1006	-39%
780	1058	1838	1003	-83%
-82	-360	-442	3	
-10%	-34%	-24%	0%	

S'bound MCJC	N'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
543	560	1103	1006	-10%
770	679	1449	1003	-45%
-227	-119	-347	3	
-29%	-18%	-24%	0%	

Site 10

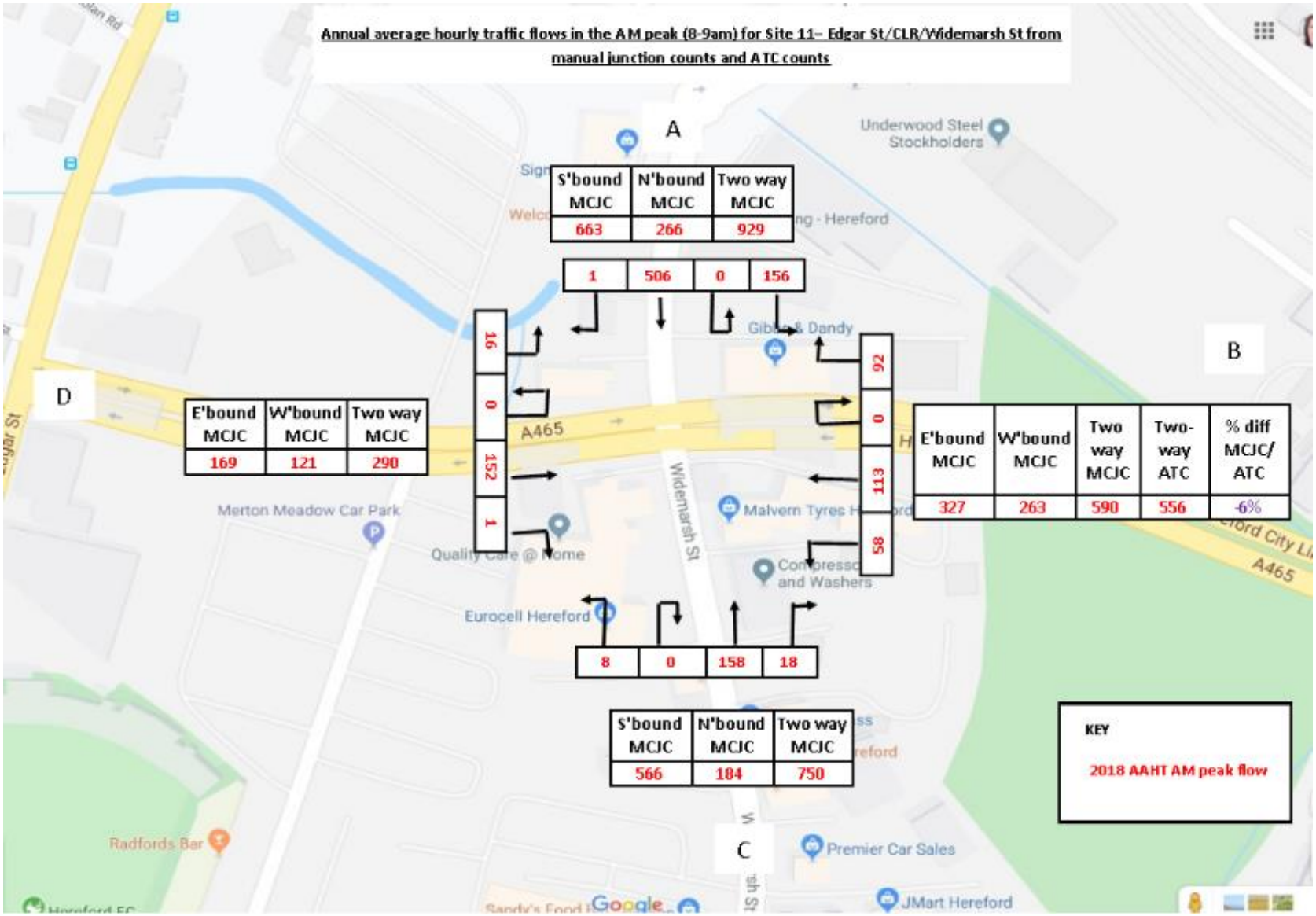

Annual average hourly traffic flows in the AM peak (8-9am) for Site 10– Edgar St/CLR/Prior St from manual junction counts and ATC counts
A
B
C
D
3
863
0
35
0
0
0
0
0
0
0
118
6
658
0
141
Edgar St
Prior St
A465
Millbrook St
Chester Cl
Moor St
Widemarsh St
Newtown Rd
Kidwells House
Signature Interiors
Welcome Fish Bar
Hereford Cabs
Eurocell Hereford
Beaumont Gardens
Elizabeth Terzza
Hereford FC
Toolstation Hereford
Wickes
Rosebery Cl
Google
KEY
2018 AAHT AM peak flow

S'bound MCJC	N'bound MCJC	Two way MCJC
901	658	1559

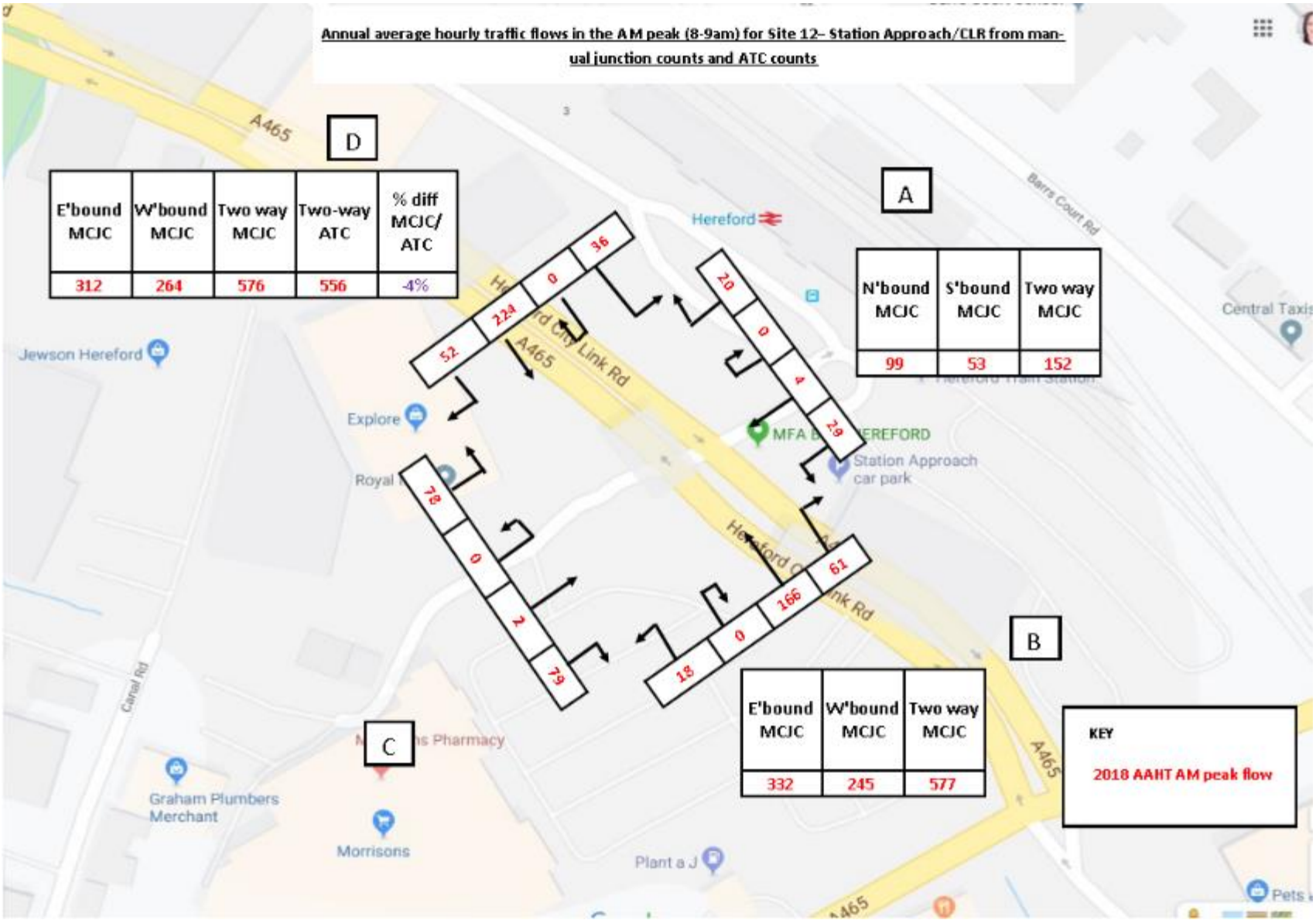
E'bound MCJC	W'bound MCJC	Two way MCJC
176	118	294

S'bound MCJC	N'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
982	804	1786	1171	52%

Site 11


Annual average hourly traffic flows in the AM peak (8-9am) for Site 11– Edgar St/CLR/Widemarsh St from manual junction counts and ATC counts
A
S'bound MCJC
N'bound MCJC
Two way MCJC
663
266
929
1
506
0
156
16
0
152
1
92
0
113
58
B
E'bound MCJC
W'bound MCJC
Two way MCJC
Two-way ATC
% diff MCJC/ ATC
327
263
590
556
-6%
D
E'bound MCJC
W'bound MCJC
Two way MCJC
169
121
290
8
0
158
18
C
S'bound MCJC
N'bound MCJC
Two way MCJC
566
184
750
KEY
2018 AAHT AM peak flow
A465
Widemarsh St
Merton Meadow Car Park
Eurocell Hereford
Radfords Bar
Premier Car Sales
JMart Hereford
Underwood Steel Stockholders

Site 12


Annual average hourly traffic flows in the AM peak (8-9am) for Site 12– Station Approach/CLR from manual junction counts and ATC counts
A465
D
E'bound MCJC
W'bound MCJC
Two way MCJC
Two-way ATC
% diff MCJC/ ATC
312
264
576
556
-4%
A
N'bound MCJC
S'bound MCJC
Two way MCJC
99
53
152
Hereford
Barrs Court Rd
Central Taxis
Jewson Hereford
Explore
Royal
Station Approach car park
Hereford City Link Rd
B
E'bound MCJC
W'bound MCJC
Two way MCJC
332
245
577
C
Graham Plumbers Merchant
Morrisons
Plant a J
Canal Rd
KEY
2018 AAHT AM peak flow

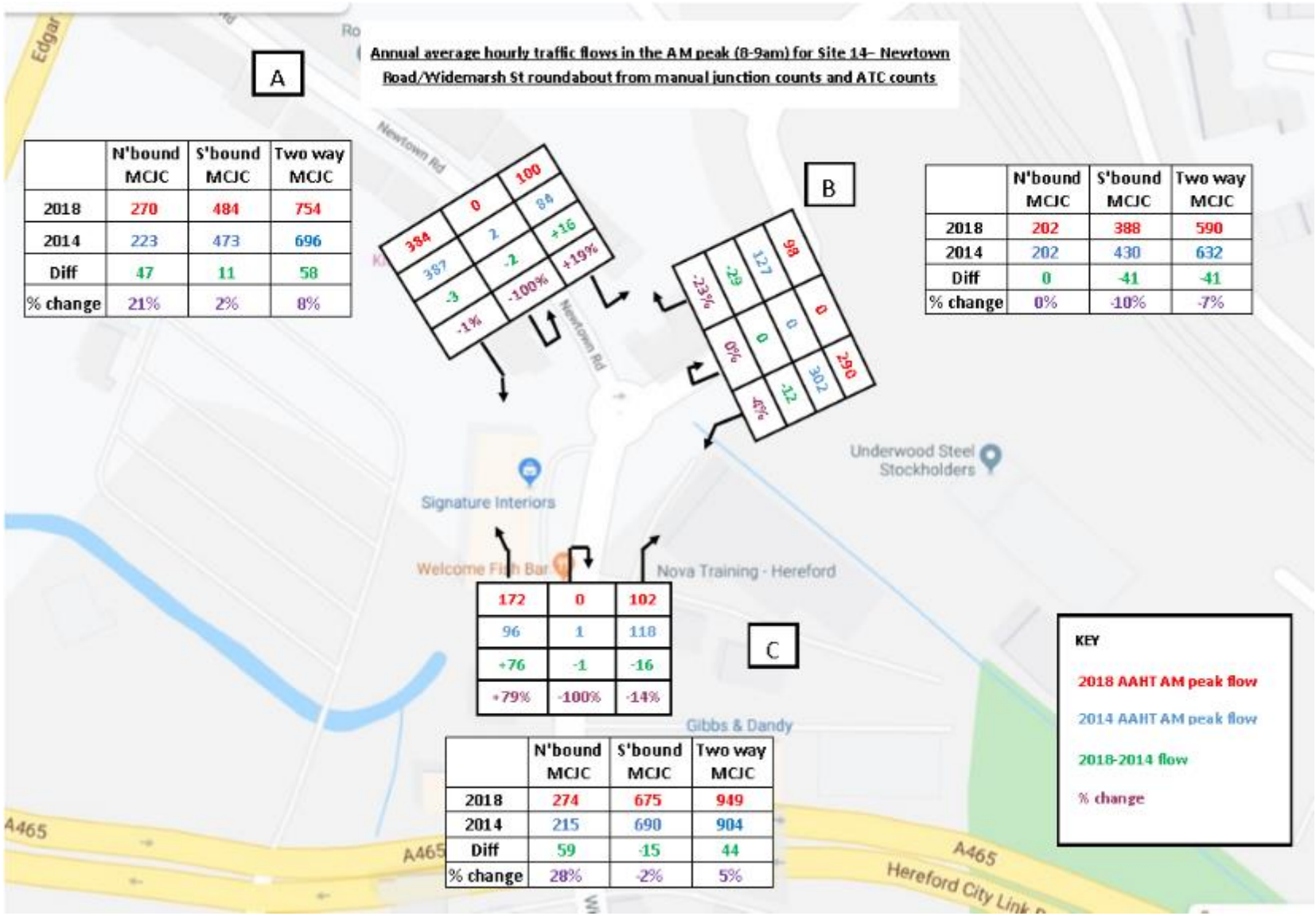
Site 13

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	289	752	1041
2014	279	456	735
Diff	10	296	306
% change	4%	65%	42%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	405	845	1249
2014	339	650	989
Diff	66	195	261
% change	19%	30%	26%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	266	274	540
2014	357	222	579
Diff	-91	52	-39
% change	-26%	23%	-7%

Site 14



	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	270	484	754
2014	223	473	696
Diff	47	11	58
% change	21%	2%	8%

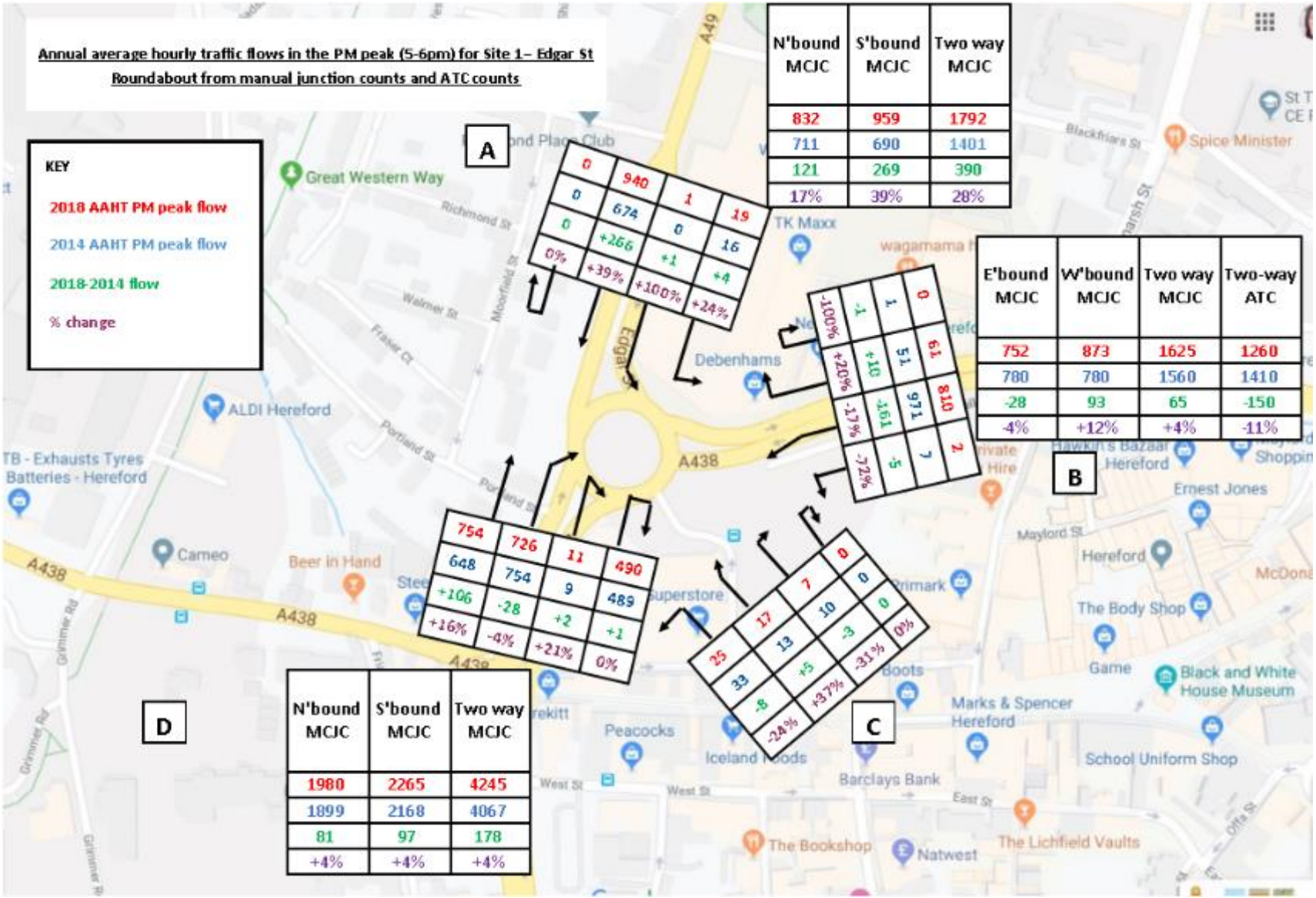
	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	202	388	590
2014	202	430	632
Diff	0	-41	-41
% change	0%	-10%	-7%

172	0	102
96	1	118
+76	-1	-16
+79%	-100%	-14%

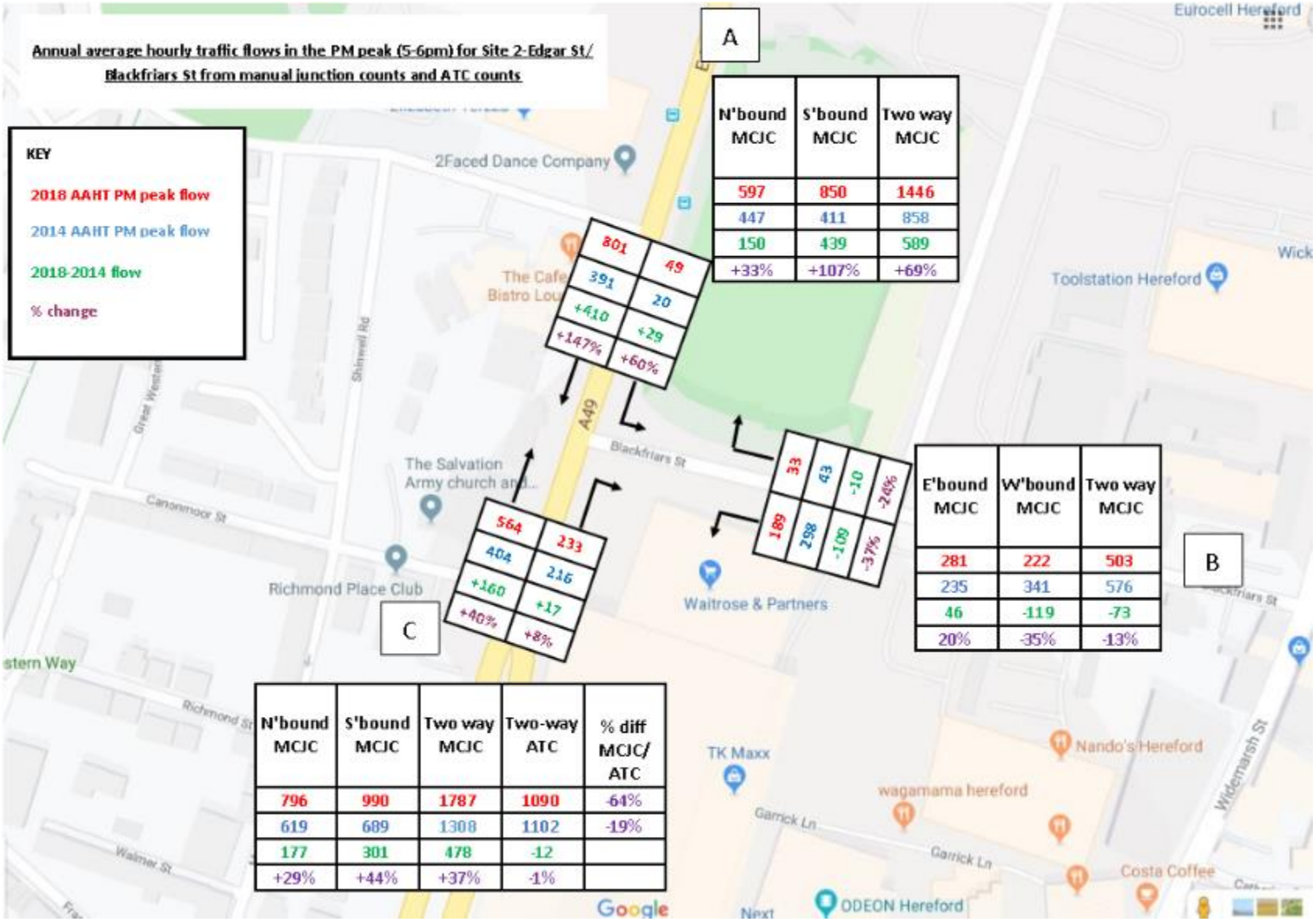
	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	274	675	949
2014	215	690	904
Diff	59	-15	44
% change	28%	-2%	5%

PM peak (5-6pm)

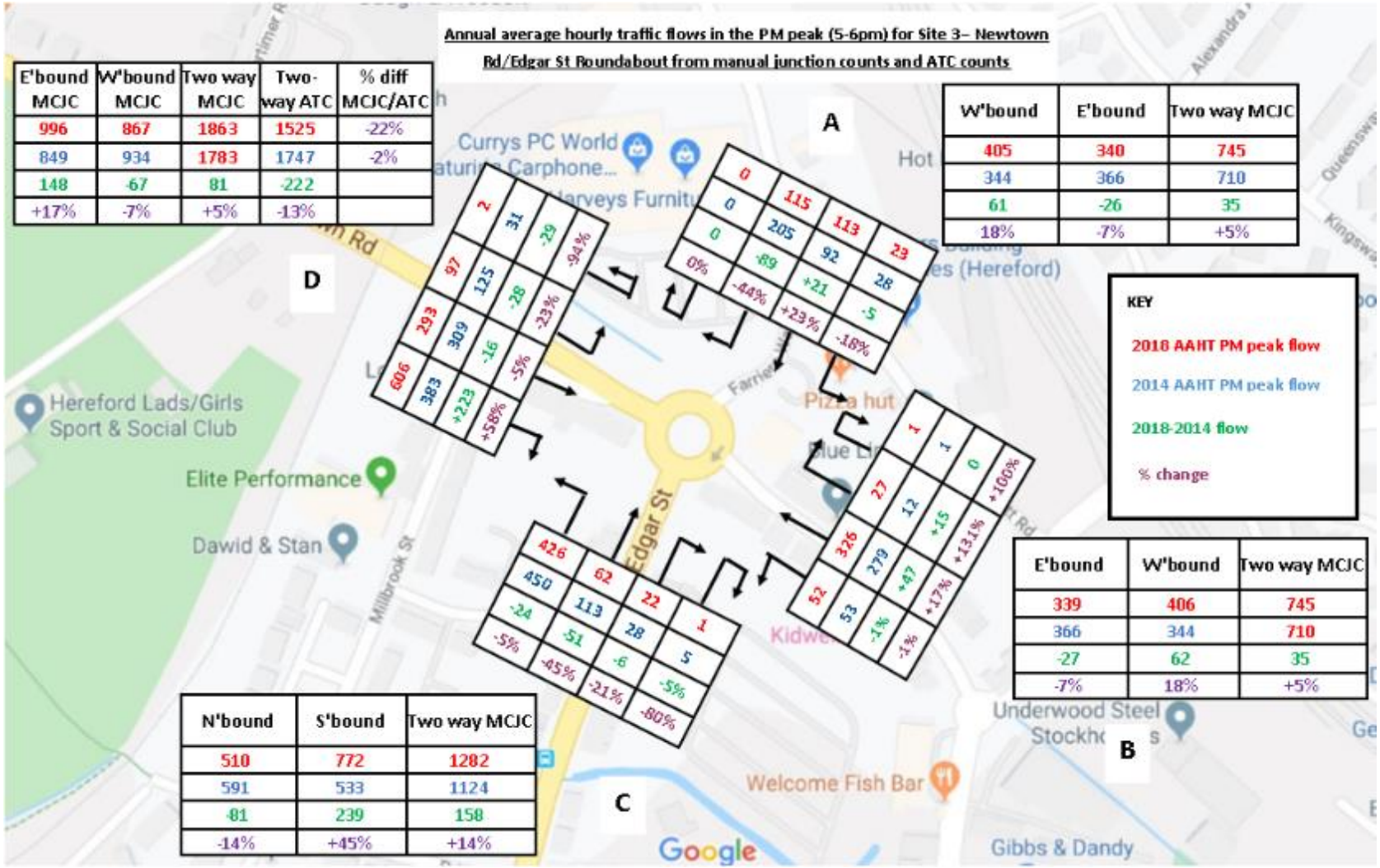
Site 1



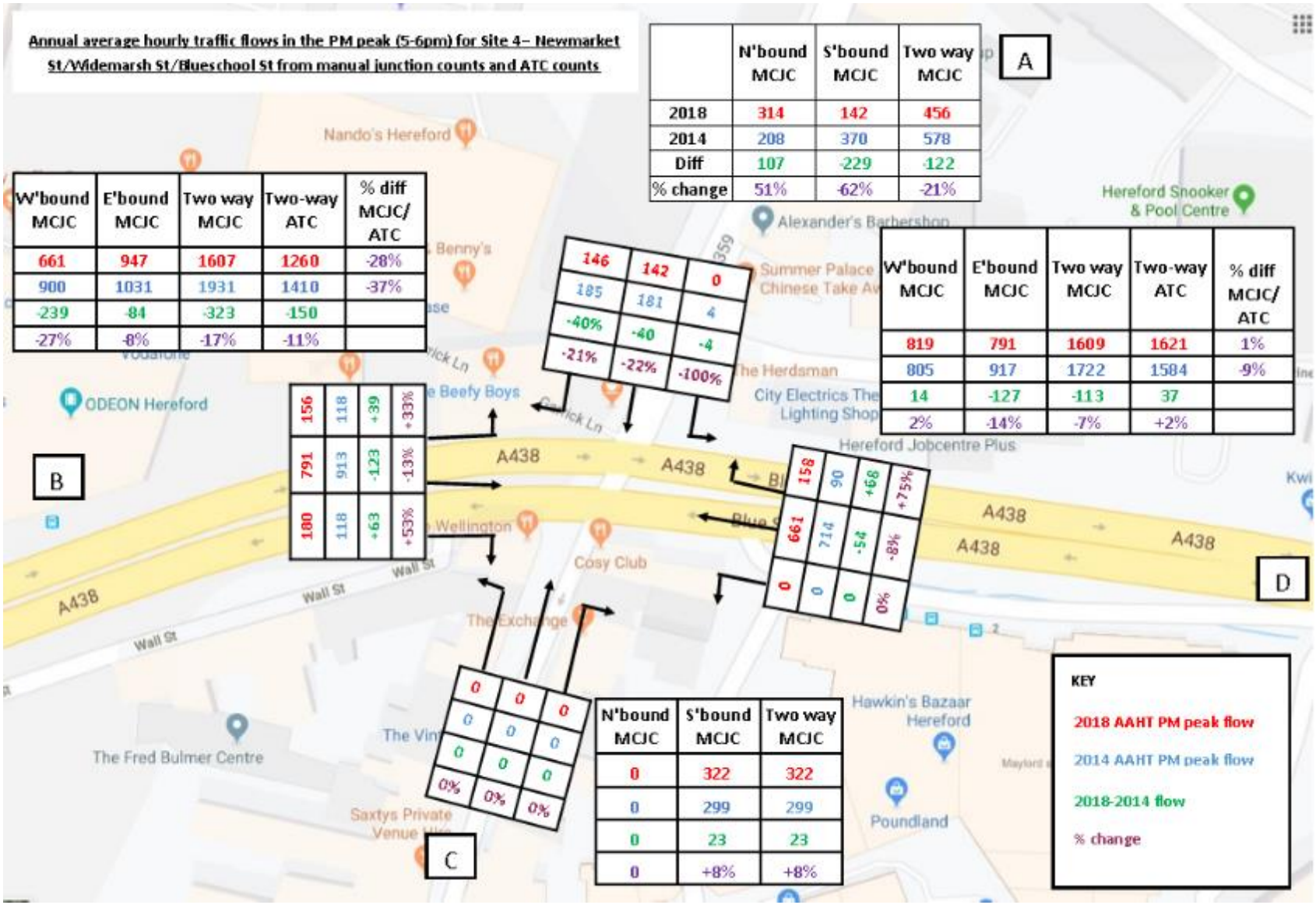
Site 2


Annual average hourly traffic flows in the PM peak (5-6pm) for Site 2-Edgar St/ Blackfriars St from manual junction counts and ATC counts
KEY
2018 AAHT PM peak flow
2014 AAHT PM peak flow
2018-2014 flow
% change
A
N'bound MCJC | S'bound MCJC | Two way MCJC
597 | 850 | 1446
447 | 411 | 858
150 | 439 | 589
+33% | +107% | +69%
801 | 49
391 | 20
+410 | +29
+147% | +60%
B
E'bound MCJC | W'bound MCJC | Two way MCJC
281 | 222 | 503
235 | 341 | 576
46 | -119 | -73
20% | -35% | -13%
33 | 43 | -10 | -24%
189 | 298 | -109 | -37%
C
564 | 233
404 | 216
+160 | +17
+40% | +8%
N'bound MCJC | S'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
796 | 990 | 1787 | 1090 | -64%
619 | 689 | 1308 | 1102 | -19%
177 | 301 | 478 | -12
+29% | +44% | +37% | -1%
2Faced Dance Company
The Cafe Bistro Lou
Toolstation Hereford
Eurocell Hereford
A49
Blackfriars St
The Salvation Army church and...
Richmond Place Club
Waitrose & Partners
Canonmoor St
Shirewell Rd
Great Western
Richmond St
Walmer St
TK Maxx
Garrick Ln
wagamama hereford
Nando's Hereford
Costa Coffee
ODEON Hereford
Widemarsh St
Google

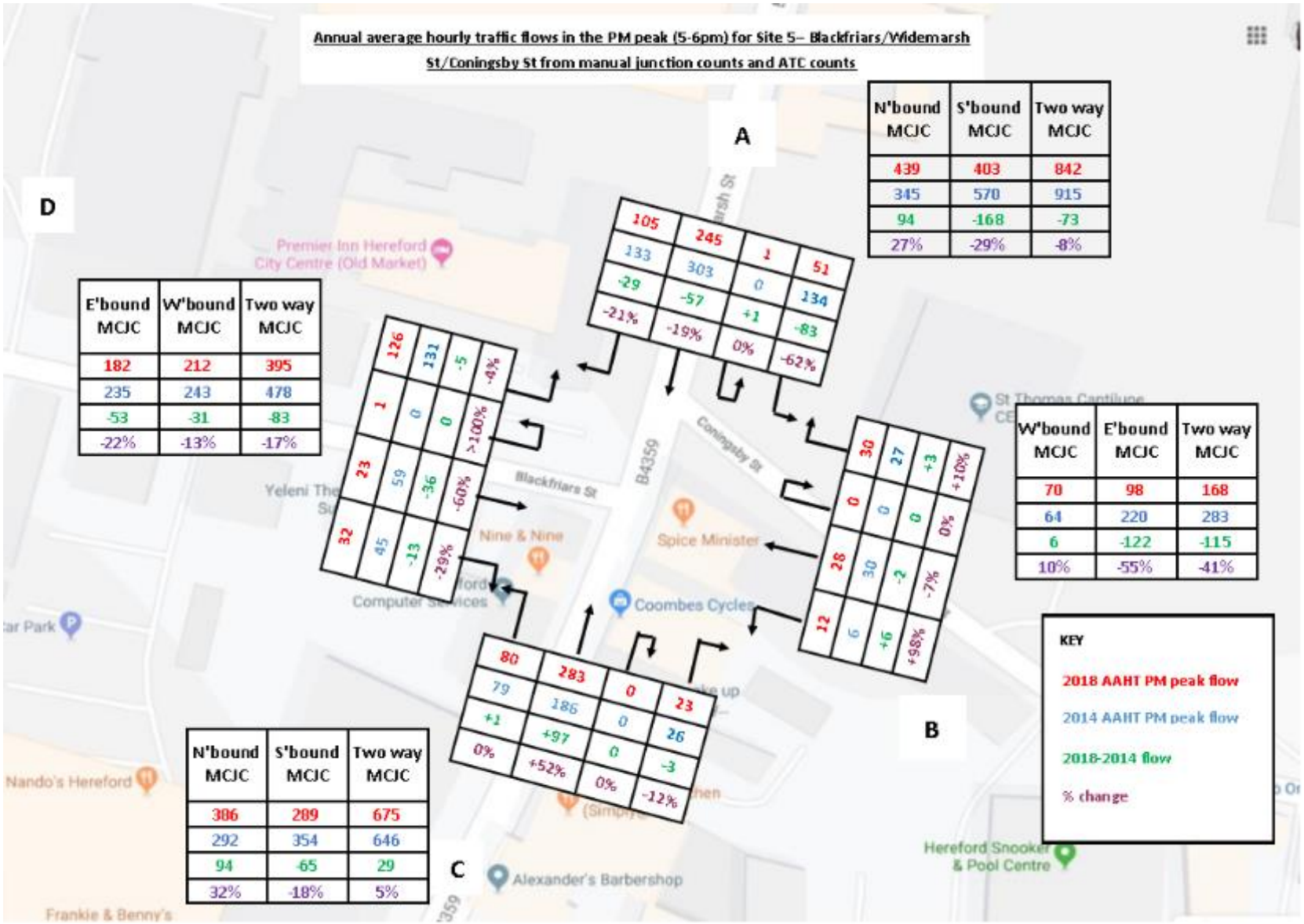
Site 3


Annual average hourly traffic flows in the PM peak (5-6pm) for Site 3– Newtown Rd/Edgar St Roundabout from manual junction counts and ATC counts
E'bound MCJC | W'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ATC
996 | 867 | 1863 | 1525 | -22%
849 | 934 | 1783 | 1747 | -2%
148 | -67 | 81 | -222 |
+17% | -7% | +5% | -13% |
W'bound | E'bound | Two way MCJC
405 | 340 | 745
344 | 366 | 710
61 | -26 | 35
18% | -7% | +5%
KEY
2018 AAHT PM peak flow
2014 AAHT PM peak flow
2018-2014 flow
% change
E'bound | W'bound | Two way MCJC
339 | 406 | 745
366 | 344 | 710
-27 | 62 | 35
-7% | 18% | +5%
N'bound | S'bound | Two way MCJC
510 | 772 | 1282
591 | 533 | 1124
-81 | 239 | 158
-14% | +45% | +14%
A
B
C
D
Currys PC World
Harveys Furniture
Hereford Lads/Girls Sport & Social Club
Elite Performance
Dawid & Stan
Pizza hut
Underwood Steel
Welcome Fish Bar
Gibbs & Dandy
Edgar St
Millbrook St
Google

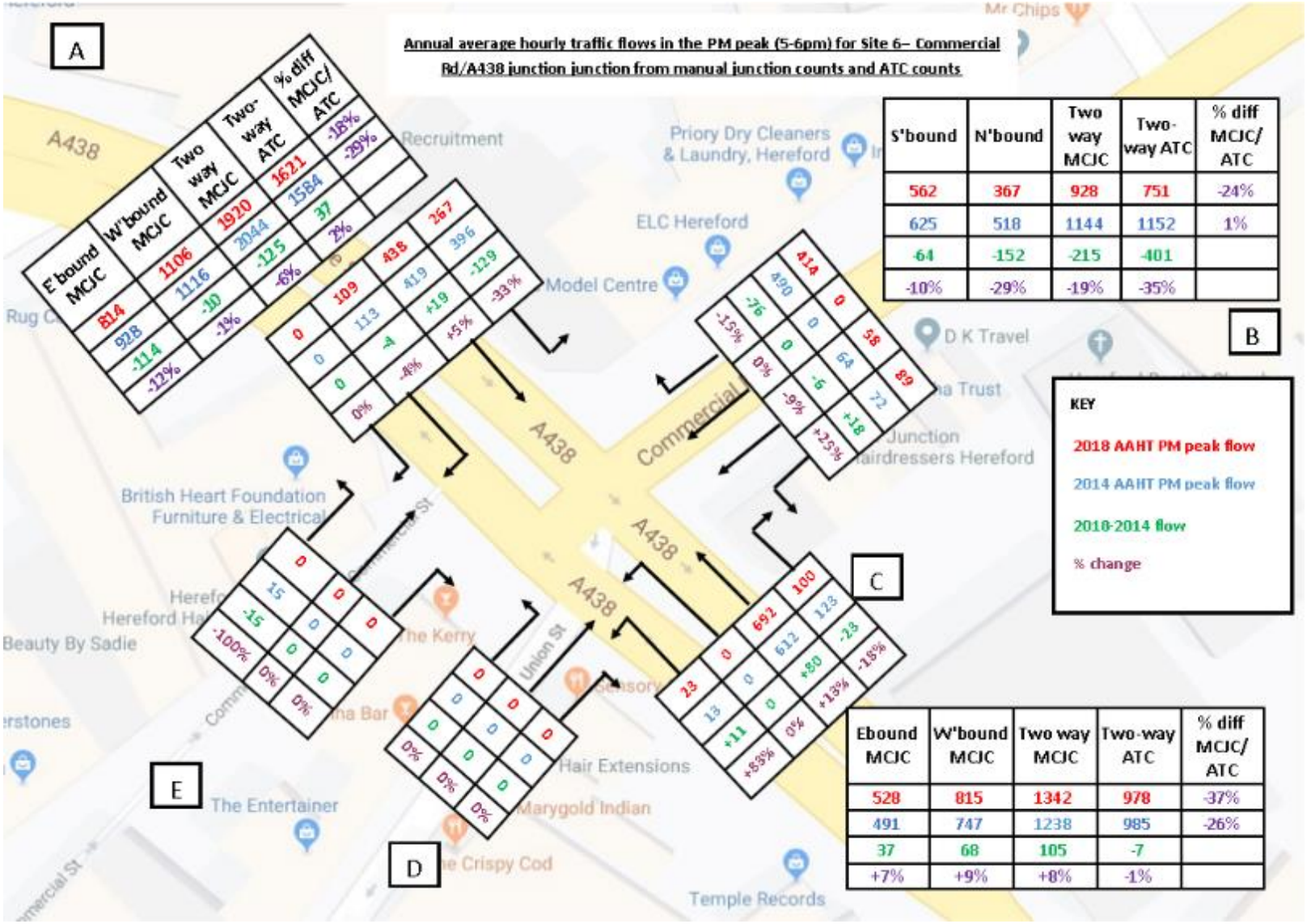
Site 4


Annual average hourly traffic flows in the PM peak (5-6pm) for Site 4– Newmarket St/Widemarsh St/Blueschool St from manual junction counts and ATC counts
A
N'bound MCJC | S'bound MCJC | Two way MCJC
2018 | 314 | 142 | 456
2014 | 208 | 370 | 578
Diff | 107 | -229 | -122
% change | 51% | -62% | -21%
W'bound MCJC | E'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
661 | 947 | 1607 | 1260 | -28%
900 | 1031 | 1931 | 1410 | -37%
-239 | -84 | -323 | -150
-27% | -8% | -17% | -11%
146 | 142 | 0
185 | 181 | 4
-40% | -40 | -4
-21% | -22% | -100%
W'bound MCJC | E'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
819 | 791 | 1609 | 1621 | 1%
805 | 917 | 1722 | 1584 | -9%
14 | -127 | -113 | 37
2% | -14% | -7% | +2%
156 | 118 | +39 | +33%
791 | 913 | -123 | -13%
100 | 118 | +63 | +53%
158 | 90 | +68 | +75%
661 | 714 | -54 | -8%
0 | 0 | 0 | 0%
B
C
D
A438
Wall St
Nando's Hereford
ODEON Hereford
Alexander's Barbershop
Hereford Snooker & Pool Centre
Summer Palace Chinese Take Away
The Herdsman
City Electrics The Lighting Shop
Hereford Jobcentre Plus
Cosy Club
The Exchange
The Fred Bulmer Centre
Saxtys Private Venue
Hawkin's Bazaar Hereford
Poundland
N'bound MCJC | S'bound MCJC | Two way MCJC
0 | 322 | 322
0 | 299 | 299
0 | 23 | 23
0 | +8% | +8%
KEY
2018 AAHT PM peak flow
2014 AAHT PM peak flow
2018-2014 flow
% change

Site 5


Annual average hourly traffic flows in the PM peak (5-6pm) for Site 5– Blackfriars/Widemarsh St/Coningsby St from manual junction counts and ATC counts
A
B
C
D
N'bound MCJC | S'bound MCJC | Two way MCJC
439 | 403 | 842
345 | 570 | 915
94 | -168 | -73
27% | -29% | -8%
E'bound MCJC | W'bound MCJC | Two way MCJC
182 | 212 | 395
235 | 243 | 478
-53 | -31 | -83
-22% | -13% | -17%
W'bound MCJC | E'bound MCJC | Two way MCJC
70 | 98 | 168
64 | 220 | 283
6 | -122 | -115
10% | -55% | -41%
N'bound MCJC | S'bound MCJC | Two way MCJC
306 | 289 | 675
292 | 354 | 646
94 | -65 | 29
32% | -18% | 5%
KEY
2018 AAHT PM peak flow
2014 AAHT PM peak flow
2018-2014 flow
% change
Premier Inn Hereford City Centre (Old Market)
Blackfriars St
Coningsby St
B4359
Nine & Nine
Spice Minister
Coombes Cycles
Nando's Hereford
Alexander's Barbershop
Hereford Snooker & Pool Centre
Frankie & Benny's

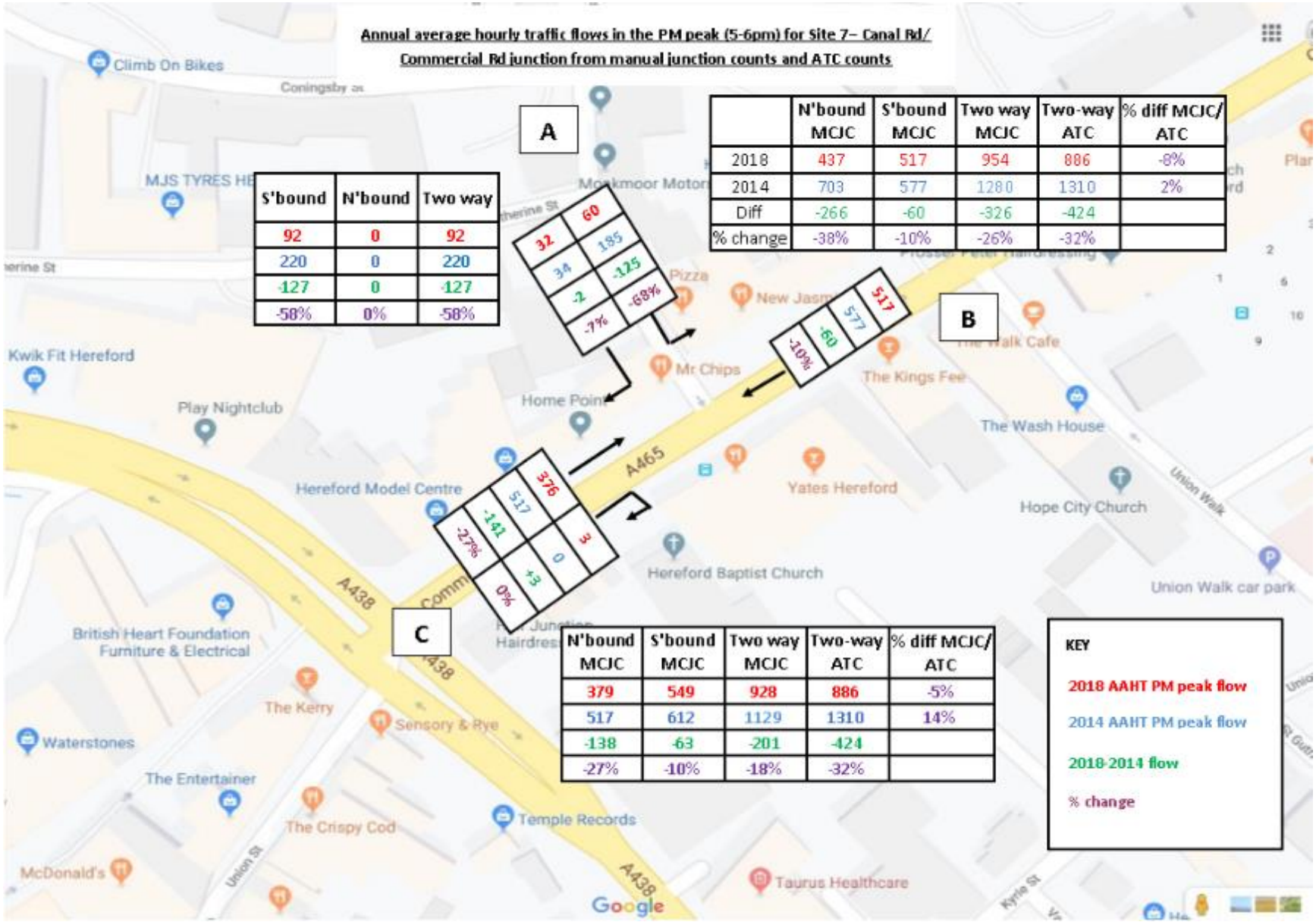
Site 6



S'bound	N'bound	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
562	367	928	751	-24%
625	518	1144	1152	1%
-64	-152	-215	-401	
-10%	-29%	-19%	-35%	

Ebound MCJC	W'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
528	815	1342	978	-37%
491	747	1238	985	-26%
37	68	105	-7	
+7%	+9%	+8%	-1%	

Site 7

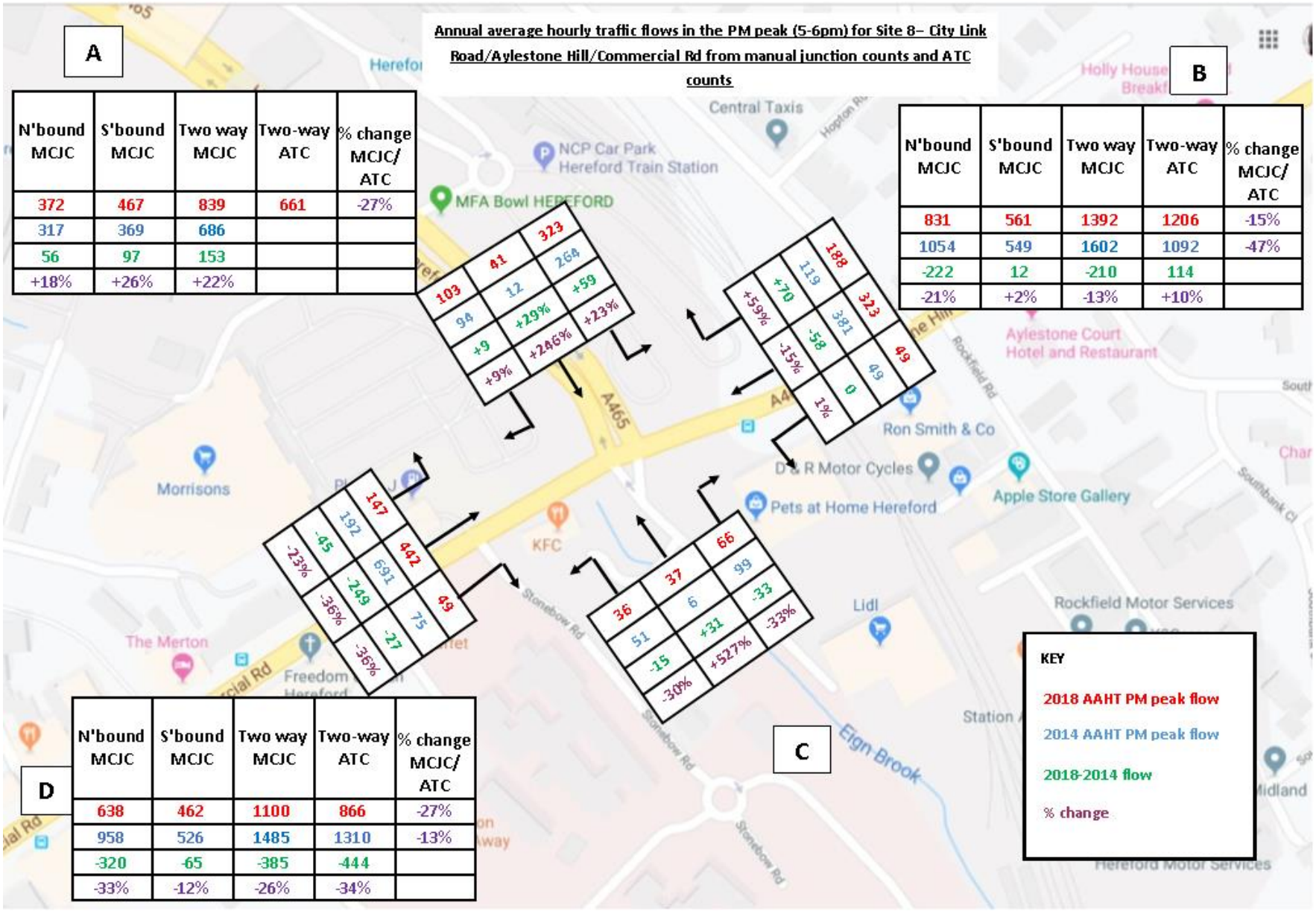


	N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
2018	437	517	954	886	-8%
2014	703	577	1280	1310	2%
Diff	-266	-60	-326	-424	
% change	-38%	-10%	-26%	-32%	

S'bound	N'bound	Two way
92	0	92
220	0	220
-127	0	-127
-58%	0%	-58%

N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
379	549	928	886	-5%
517	612	1129	1310	14%
-138	-63	-201	-424	
-27%	-10%	-18%	-32%	

Site 8

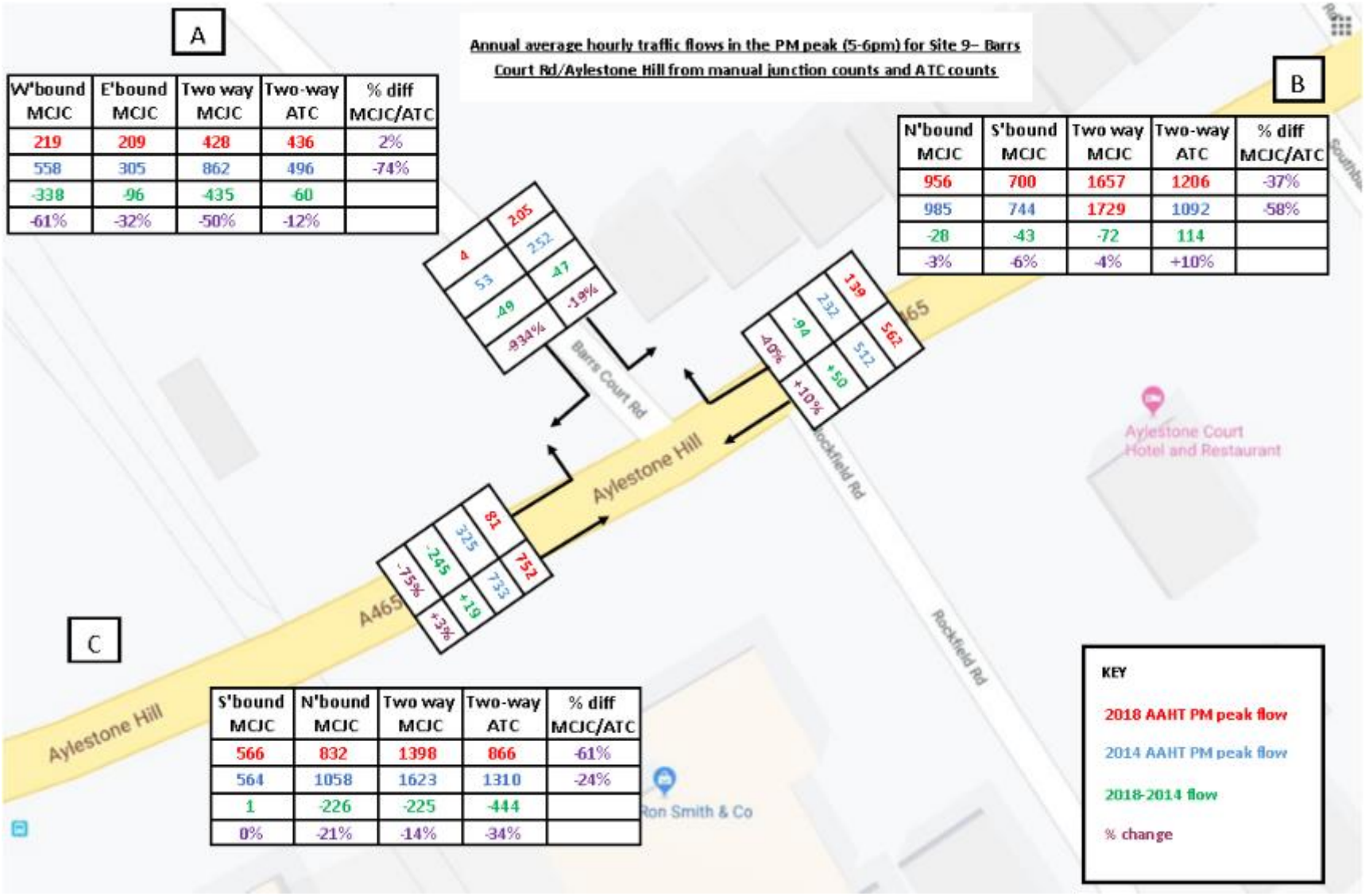


N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% change MCJC/ ATC
372	467	839	661	-27%
317	369	686		
56	97	153		
+18%	+26%	+22%		

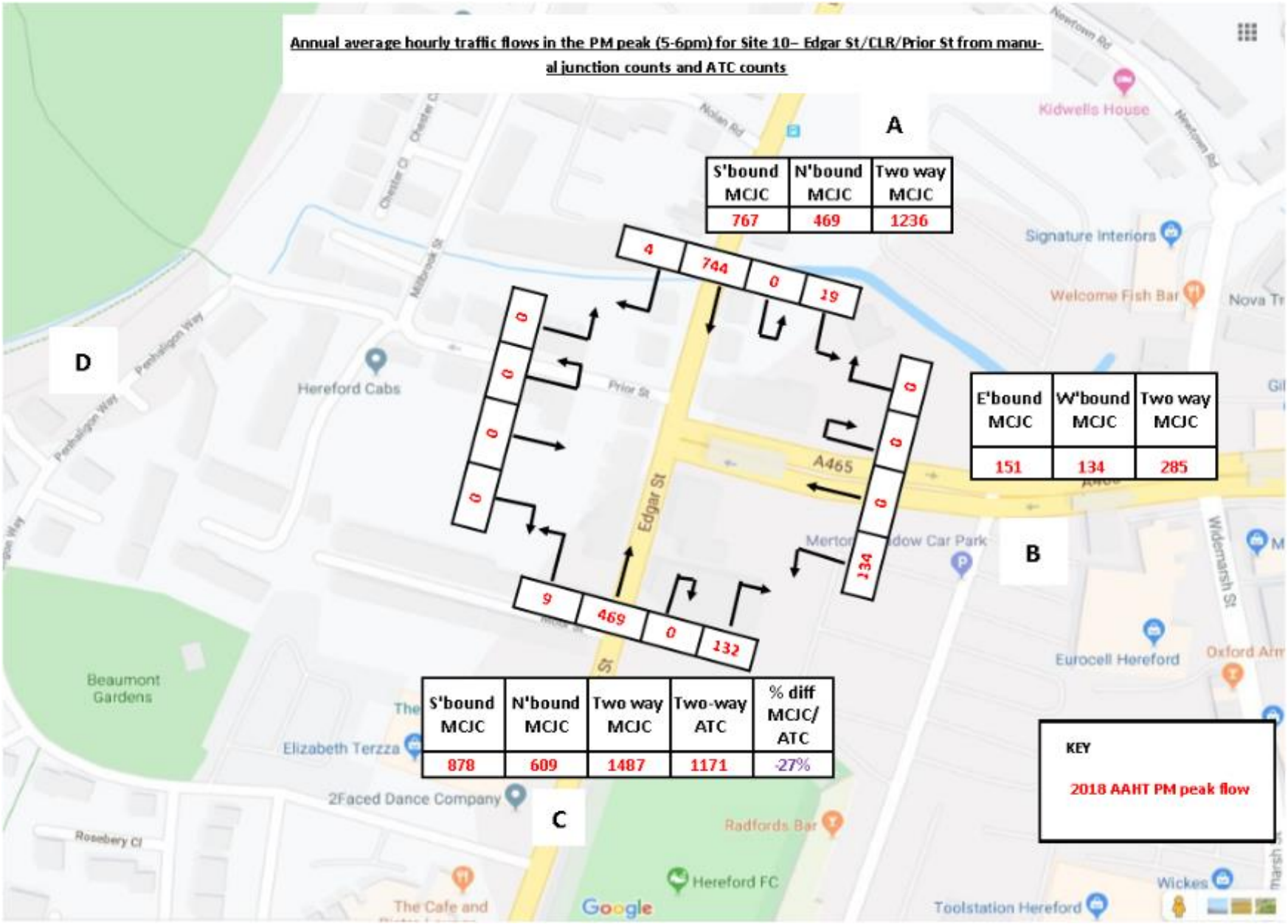
N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% change MCJC/ ATC
831	561	1392	1206	-15%
1054	549	1602	1092	-47%
-222	12	-210	114	
-21%	+2%	-13%	+10%	

N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% change MCJC/ ATC
638	462	1100	866	-27%
958	526	1485	1310	-13%
-320	-65	-385	-444	
-33%	-12%	-26%	-34%	

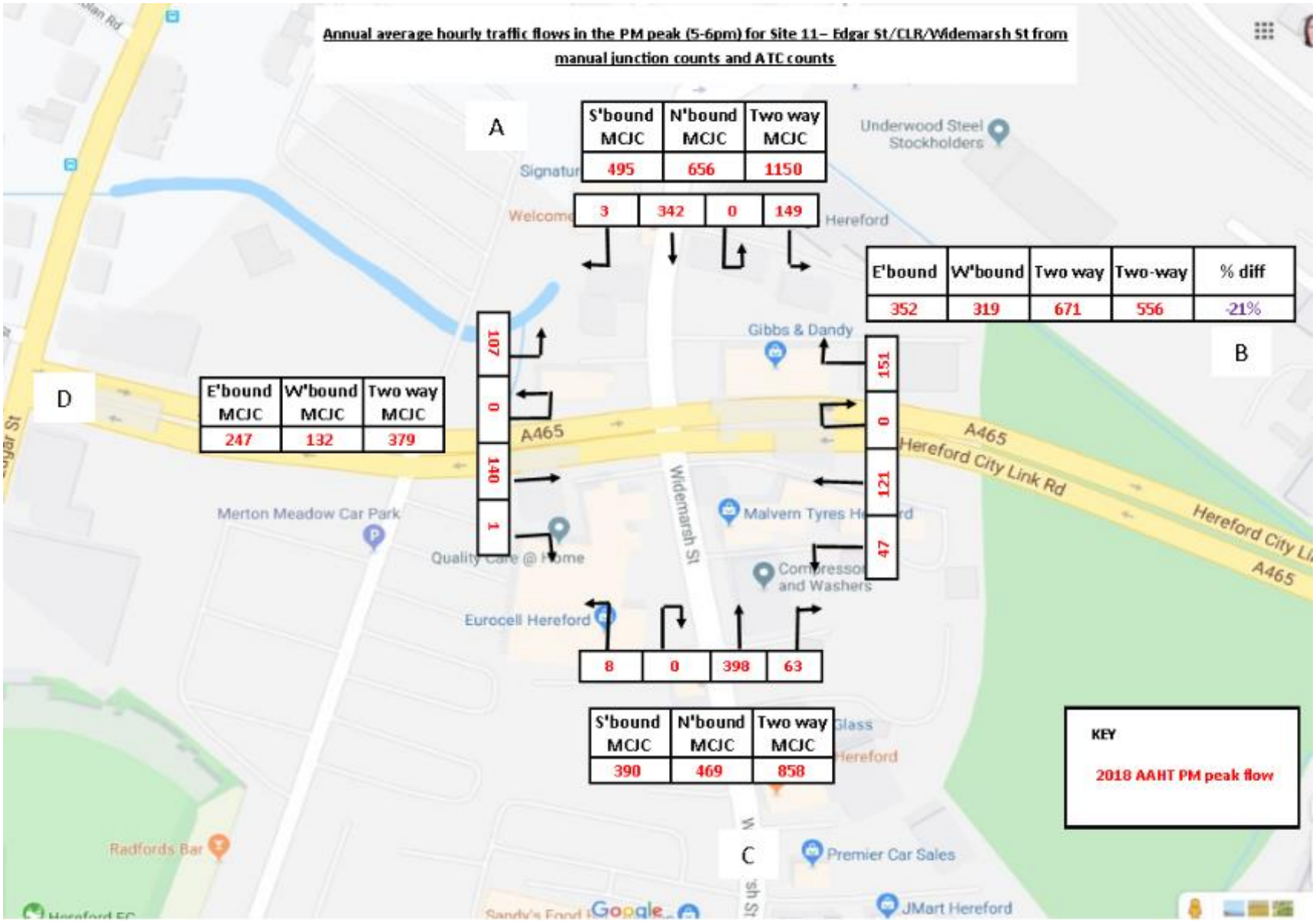
Site 9


A
W'bound MCJC | E'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ATC
219 | 209 | 428 | 436 | 2%
558 | 305 | 862 | 496 | -74%
-338 | -96 | -435 | -60 |
-61% | -32% | -50% | -12% |
Annual average hourly traffic flows in the PM peak (5-6pm) for Site 9– Barrs Court Rd/Aylestone Hill from manual junction counts and ATC counts
B
N'bound MCJC | S'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ATC
956 | 700 | 1657 | 1206 | -37%
985 | 744 | 1729 | 1092 | -58%
-28 | -43 | -72 | 114 |
-3% | -6% | -4% | +10% |
205
4
252
53
-47
-49
-19%
-934%
Barrs Court Rd
139
232
-94
562
512
-40%
+50
+10%
Aylestone Hill
Rockfield Rd
Aylestone Court Hotel and Restaurant
81
325
-245
752
733
-75%
+19
+3%
A465
C
S'bound MCJC | N'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ATC
566 | 832 | 1398 | 866 | -61%
564 | 1058 | 1623 | 1310 | -24%
1 | -226 | -225 | -444 |
0% | -21% | -14% | -34% |
Aylestone Hill
Ron Smith & Co
KEY
2018 AAHT PM peak flow
2014 AAHT PM peak flow
2018-2014 flow
% change

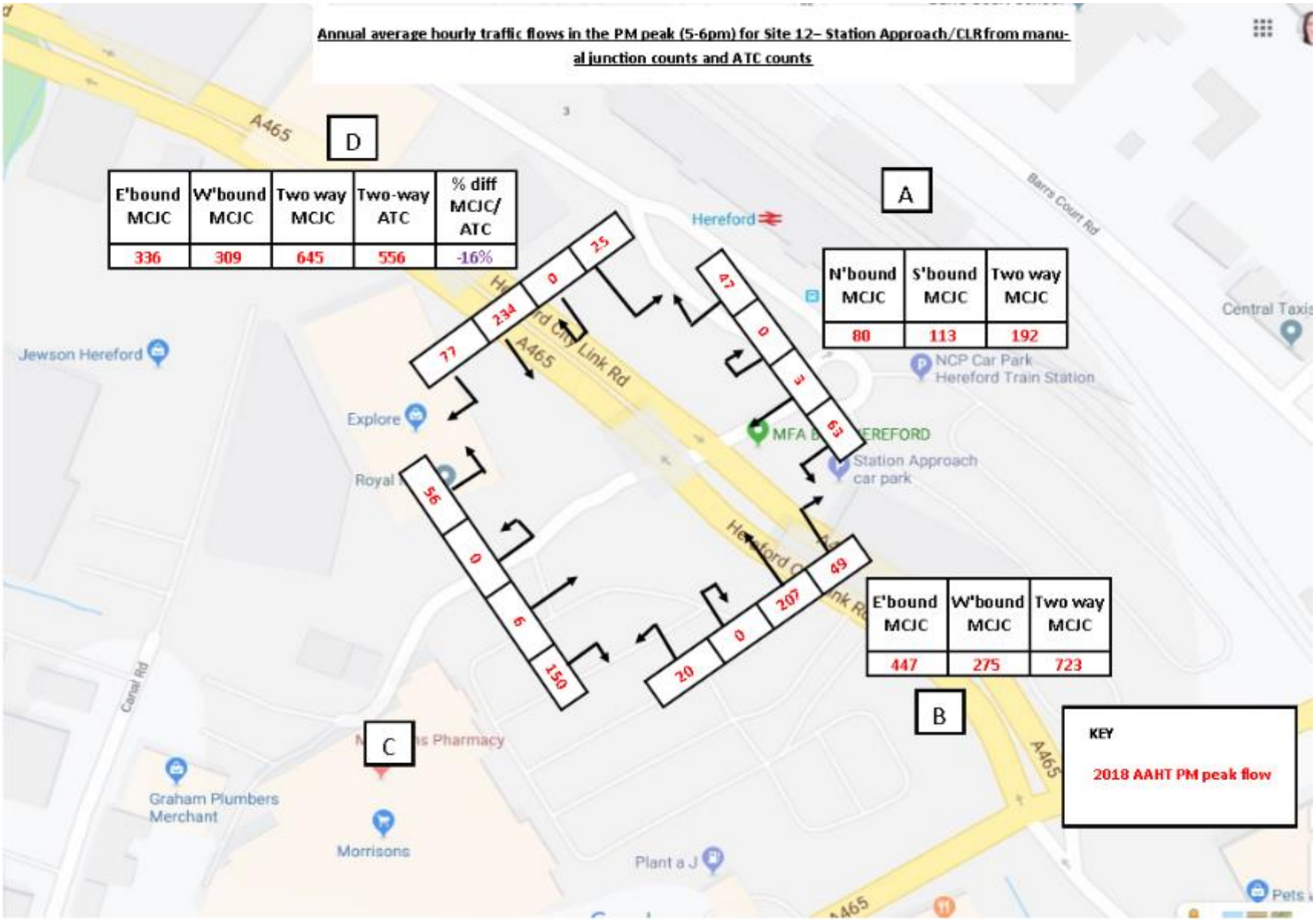
Site 10


Annual average hourly traffic flows in the PM peak (5-6pm) for Site 10– Edgar St/CLR/Prior St from manual junction counts and ATC counts
A
S'bound MCJC
N'bound MCJC
Two way MCJC
767
469
1236
4
744
0
19
0
0
0
0
0
0
0
0
134
9
469
0
132
B
E'bound MCJC
W'bound MCJC
Two way MCJC
151
134
285
C
S'bound MCJC
N'bound MCJC
Two way MCJC
Two-way ATC
% diff MCJC/ ATC
878
609
1487
1171
-27%
D
KEY
2018 AAHT PM peak flow
Kidwells House
Signature Interiors
Welcome Fish Bar
Hereford Cabs
Prior St
Edgar St
A465
Eurocell Hereford
Beaumont Gardens
Elizabeth Terzza
2Faced Dance Company
Radfords Bar
Hereford FC
Toolstation Hereford
Google

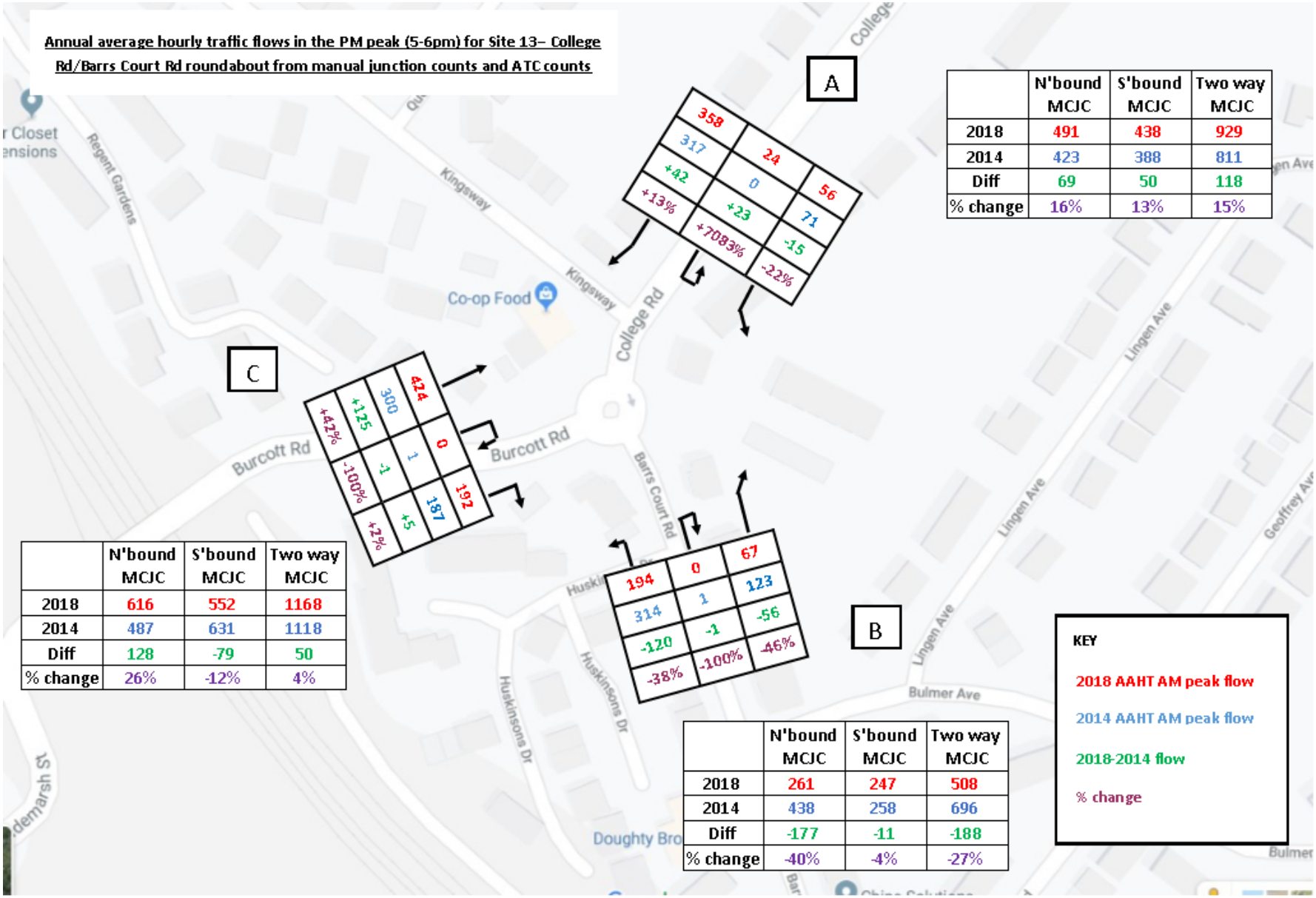
Site 11


Annual average hourly traffic flows in the PM peak (5-6pm) for Site 11– Edgar St/CLR/Widemarsh St from manual junction counts and ATC counts
A
S'bound MCJC
N'bound MCJC
Two way MCJC
495
656
1150
3
342
0
149
B
E'bound
W'bound
Two way
Two-way
% diff
352
319
671
556
-21%
151
0
121
47
C
S'bound MCJC
N'bound MCJC
Two way MCJC
390
469
858
8
0
398
63
D
E'bound MCJC
W'bound MCJC
Two way MCJC
247
132
379
107
0
140
1
A465
Hereford City Link Rd
Widemarsh St
Merton Meadow Car Park
Gibbs & Dandy
Underwood Steel Stockholders
Eurocell Hereford
Premier Car Sales
JMart Hereford
Radfords Bar
KEY
2018 AAHT PM peak flow

Site 12


Annual average hourly traffic flows in the PM peak (5-6pm) for Site 12– Station Approach/CLR from manual junction counts and ATC counts
D
E'bound MCJC
W'bound MCJC
Two way MCJC
Two-way ATC
% diff MCJC/ ATC
336
309
645
556
-16%
A
N'bound MCJC
S'bound MCJC
Two way MCJC
80
113
192
B
E'bound MCJC
W'bound MCJC
Two way MCJC
447
275
723
C
KEY
2018 AAHT PM peak flow
77
234
0
25
47
0
5
63
56
0
6
150
20
0
207
49
A465
Hereford
Barrs Court Rd
Central Taxis
Jewson Hereford
NCP Car Park
Hereford Train Station
Explore
Station Approach
car park
Canal Rd
Graham Plumbers Merchant
Morrisons
Plant a J

Site 13

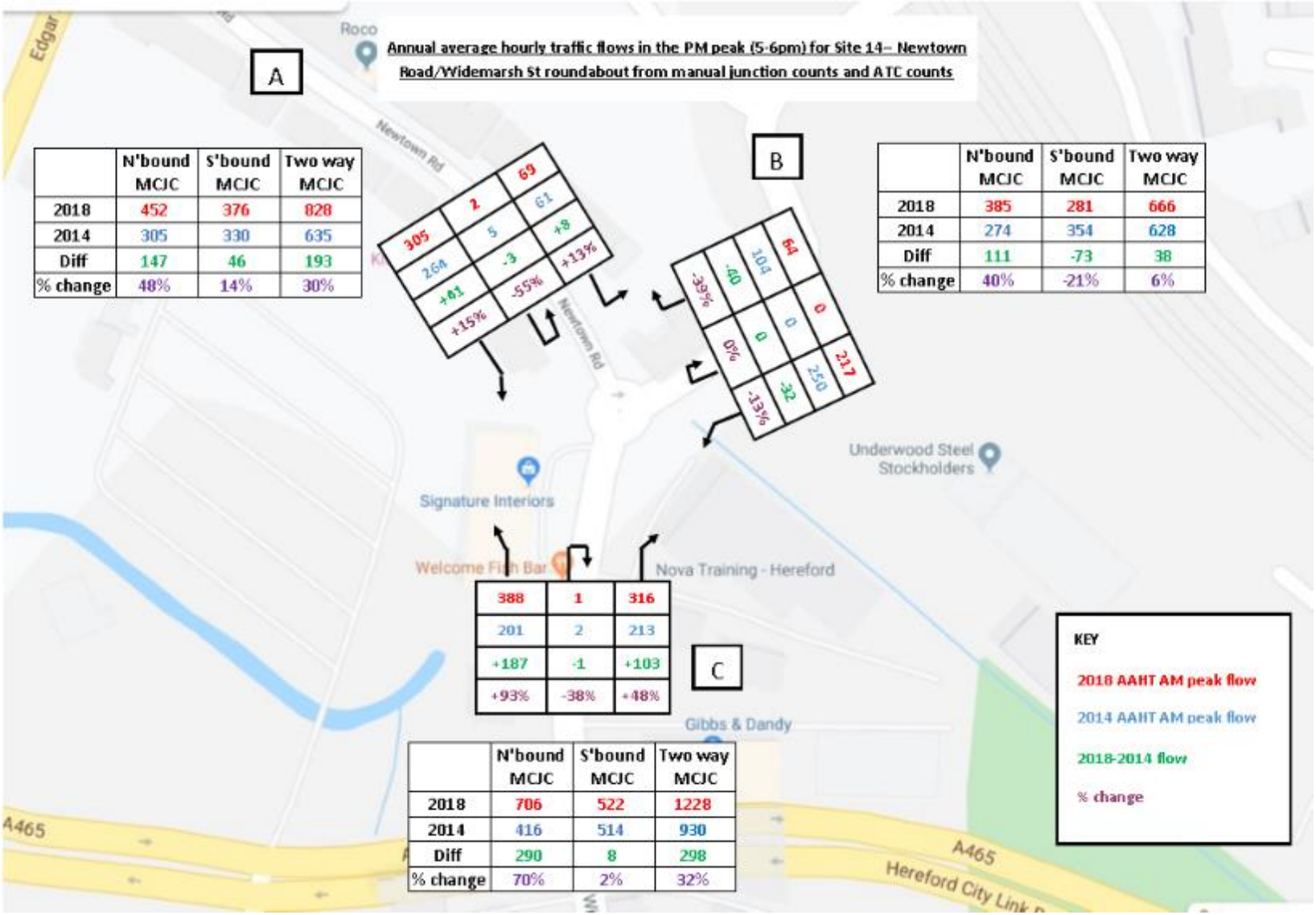


	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	491	438	929
2014	423	388	811
Diff	69	50	118
% change	16%	13%	15%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	616	552	1168
2014	487	631	1118
Diff	128	-79	50
% change	26%	-12%	4%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	261	247	508
2014	438	258	696
Diff	-177	-11	-188
% change	-40%	-4%	-27%

Site 14



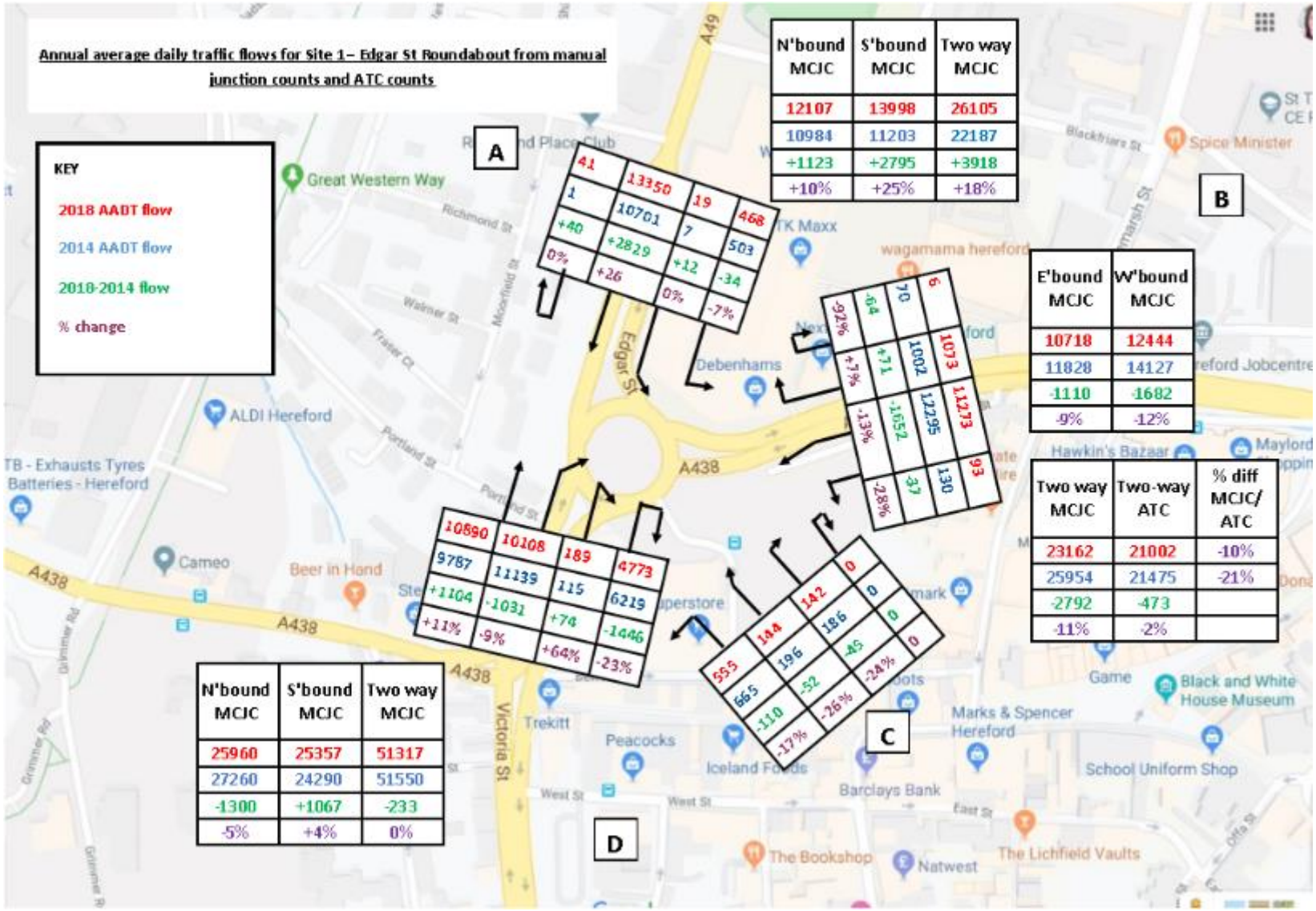
	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	452	376	828
2014	305	330	635
Diff	147	46	193
% change	48%	14%	30%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	385	281	666
2014	274	354	628
Diff	111	-73	38
% change	40%	-21%	6%

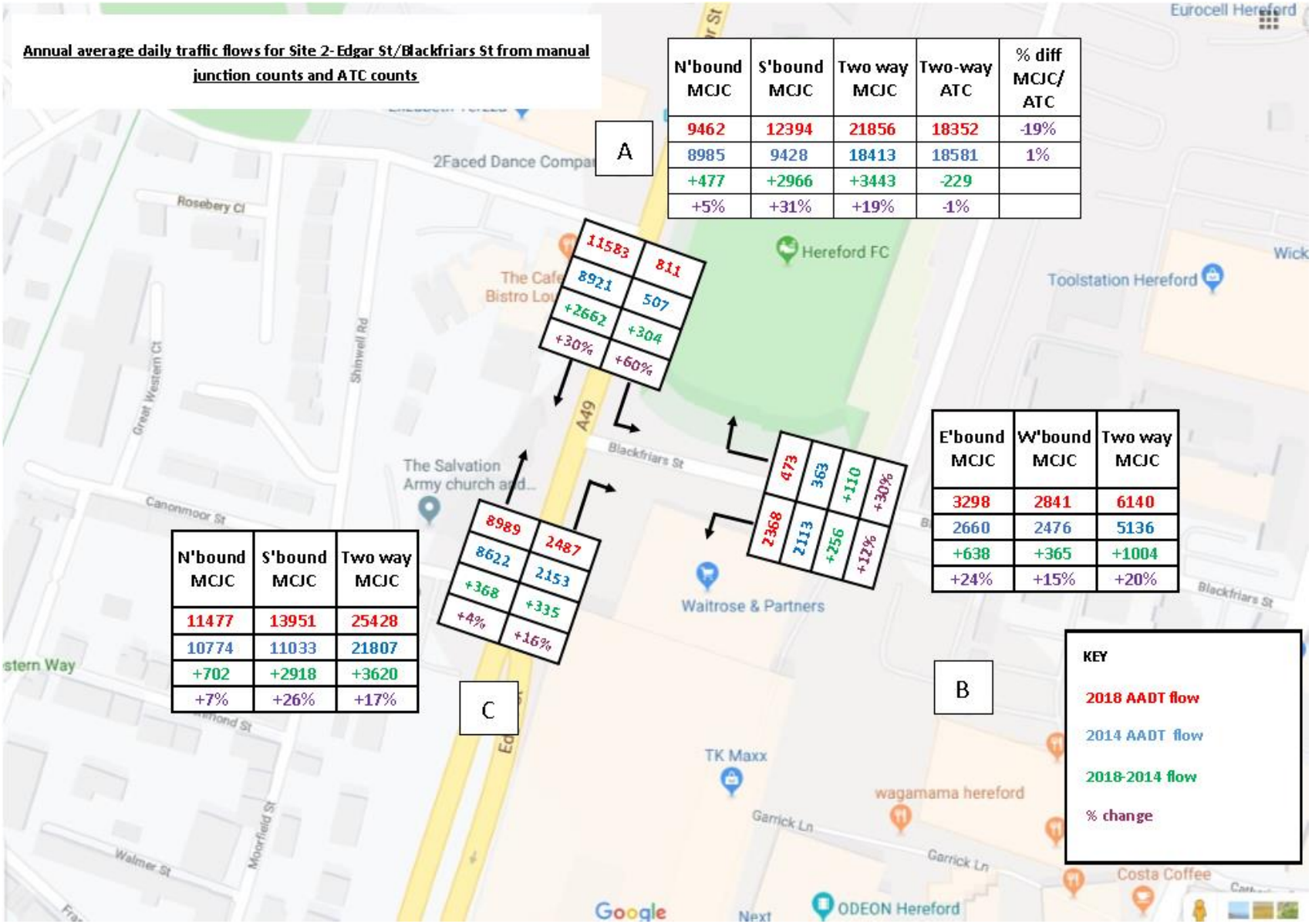
	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	706	522	1228
2014	416	514	930
Diff	290	8	298
% change	70%	2%	32%

Daily (7am-7pm)

Site 1



Site 2

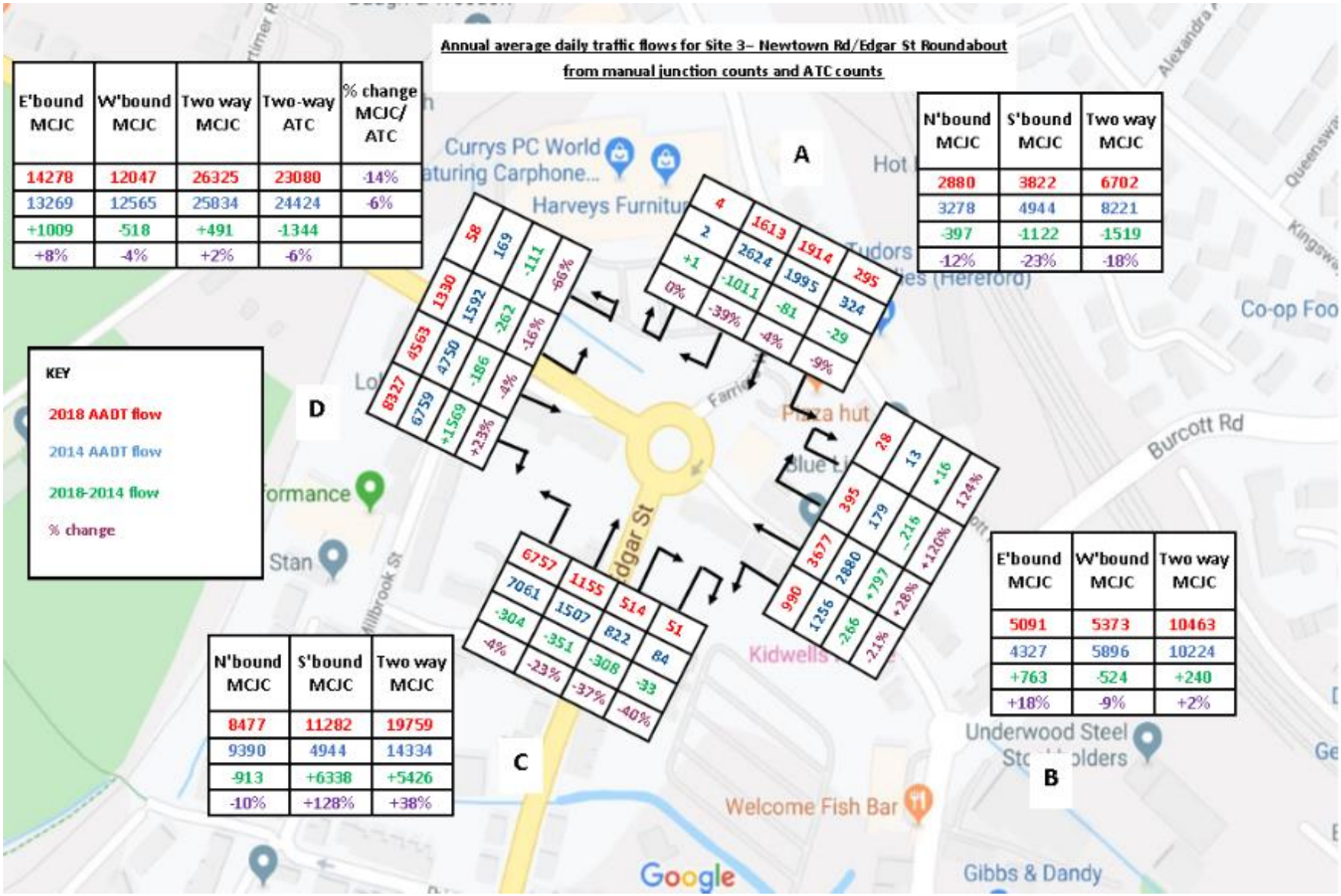


N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
9462	12394	21856	18352	-19%
8985	9428	18413	18581	1%
+477	+2966	+3443	-229	
+5%	+31%	+19%	-1%	

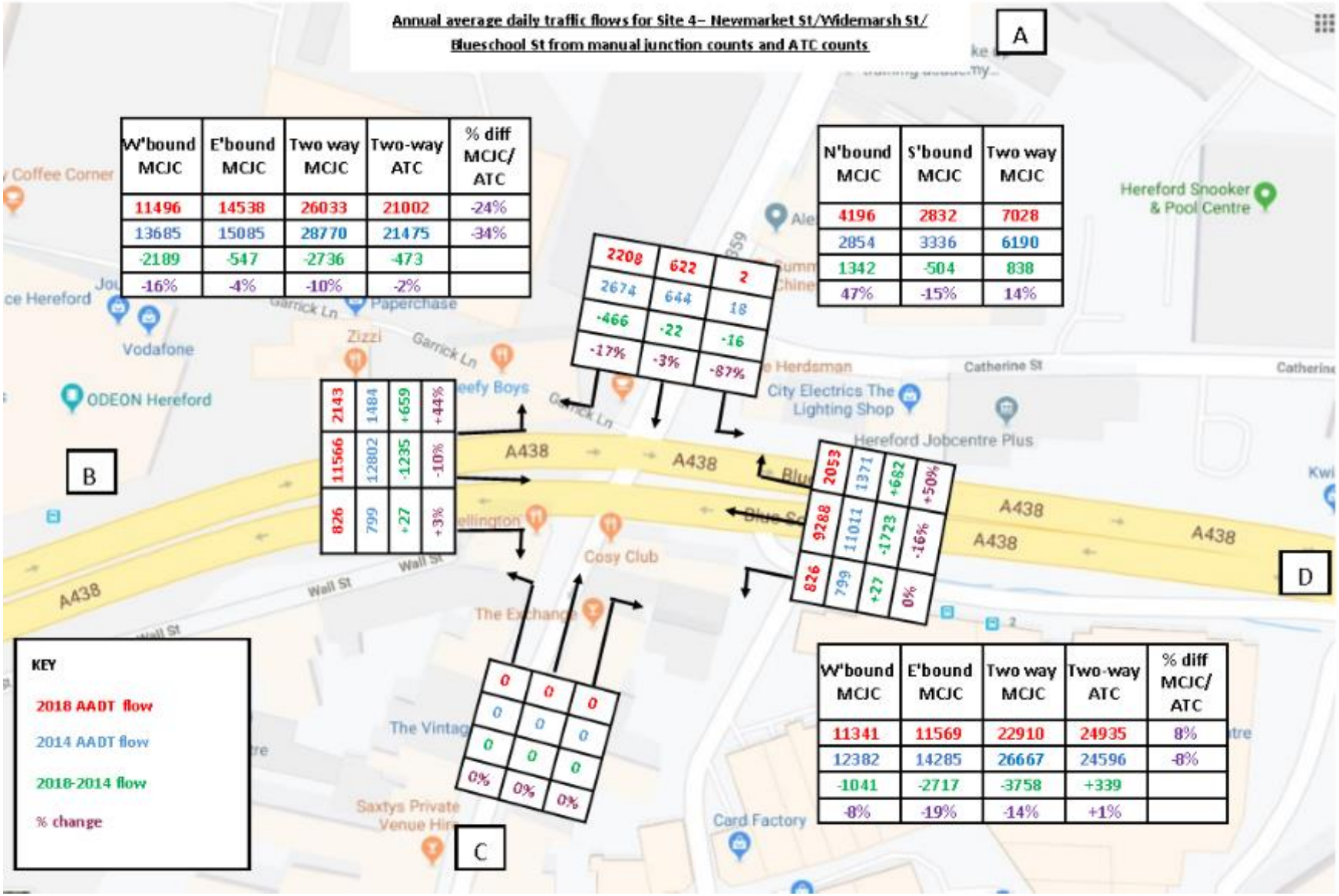
N'bound MCJC	S'bound MCJC	Two way MCJC
11477	13951	25428
10774	11033	21807
+702	+2918	+3620
+7%	+26%	+17%

E'bound MCJC	W'bound MCJC	Two way MCJC
3298	2841	6140
2660	2476	5136
+638	+365	+1004
+24%	+15%	+20%

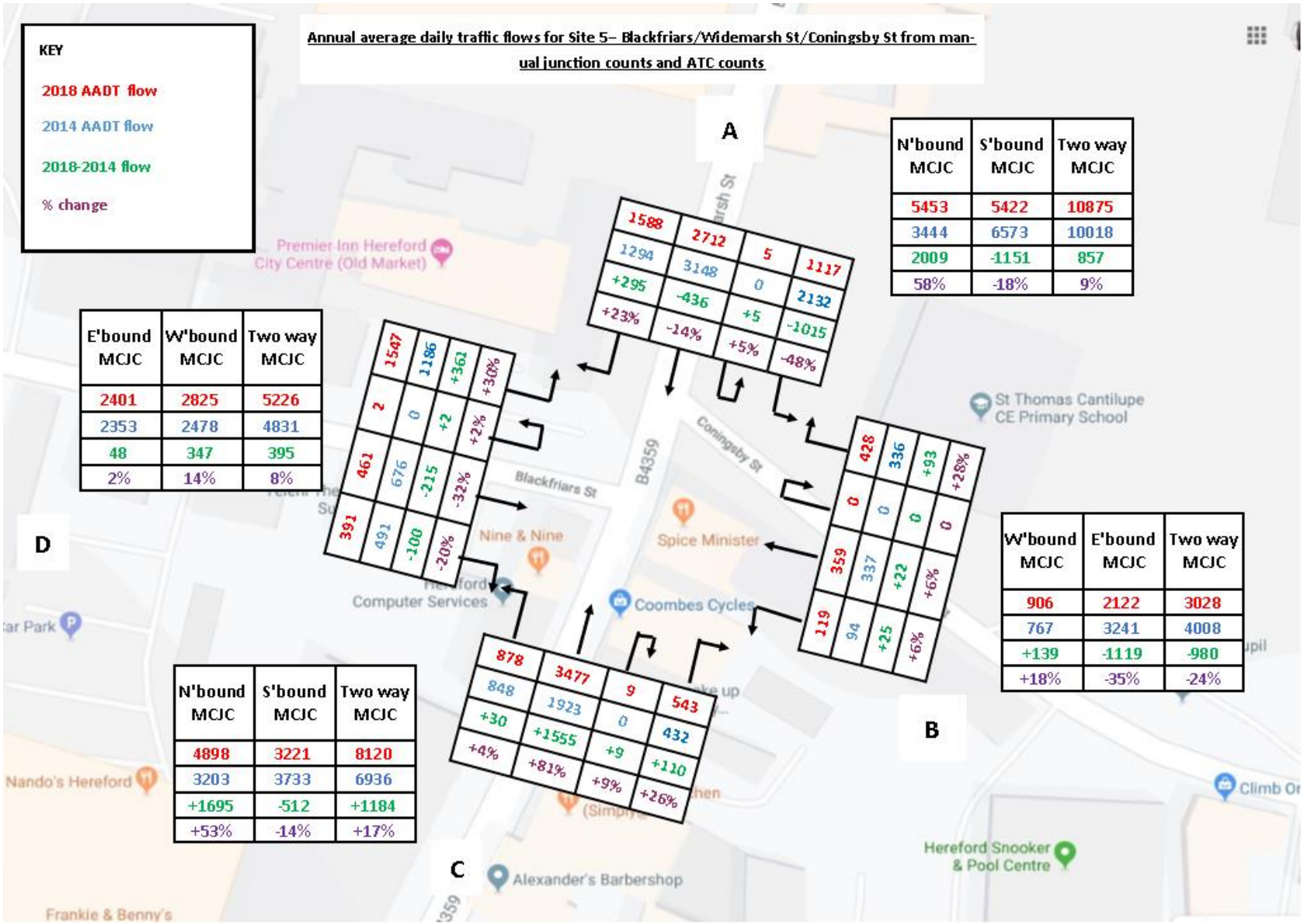
Site 3


Annual average daily traffic flows for Site 3– Newtown Rd/Edgar St Roundabout
from manual junction counts and ATC counts
E'bound MCJC | W'bound MCJC | Two way MCJC | Two-way ATC | % change MCJC/ ATC
14278 | 12047 | 26325 | 23080 | -14%
13269 | 12565 | 25834 | 24424 | -6%
+1009 | -518 | +491 | -1344 |
+8% | -4% | +2% | -6%
N'bound MCJC | S'bound MCJC | Two way MCJC
2880 | 3822 | 6702
3278 | 4944 | 8221
-397 | -1122 | -1519
-12% | -23% | -18%
KEY
2018 AADT flow
2014 AADT flow
2018-2014 flow
% change
A
B
C
D
N'bound MCJC | S'bound MCJC | Two way MCJC
8477 | 11282 | 19759
9390 | 4944 | 14334
-913 | +6338 | +5426
-10% | +128% | +38%
E'bound MCJC | W'bound MCJC | Two way MCJC
5091 | 5373 | 10463
4327 | 5896 | 10224
+763 | -524 | +240
+18% | -9% | +2%
Currys PC World
Harveys Furnitu
Tudors
Co-op Foo
Burcott Rd
Edgar St
Underwood Steel
Welcome Fish Bar
Gibbs & Dandy
Google

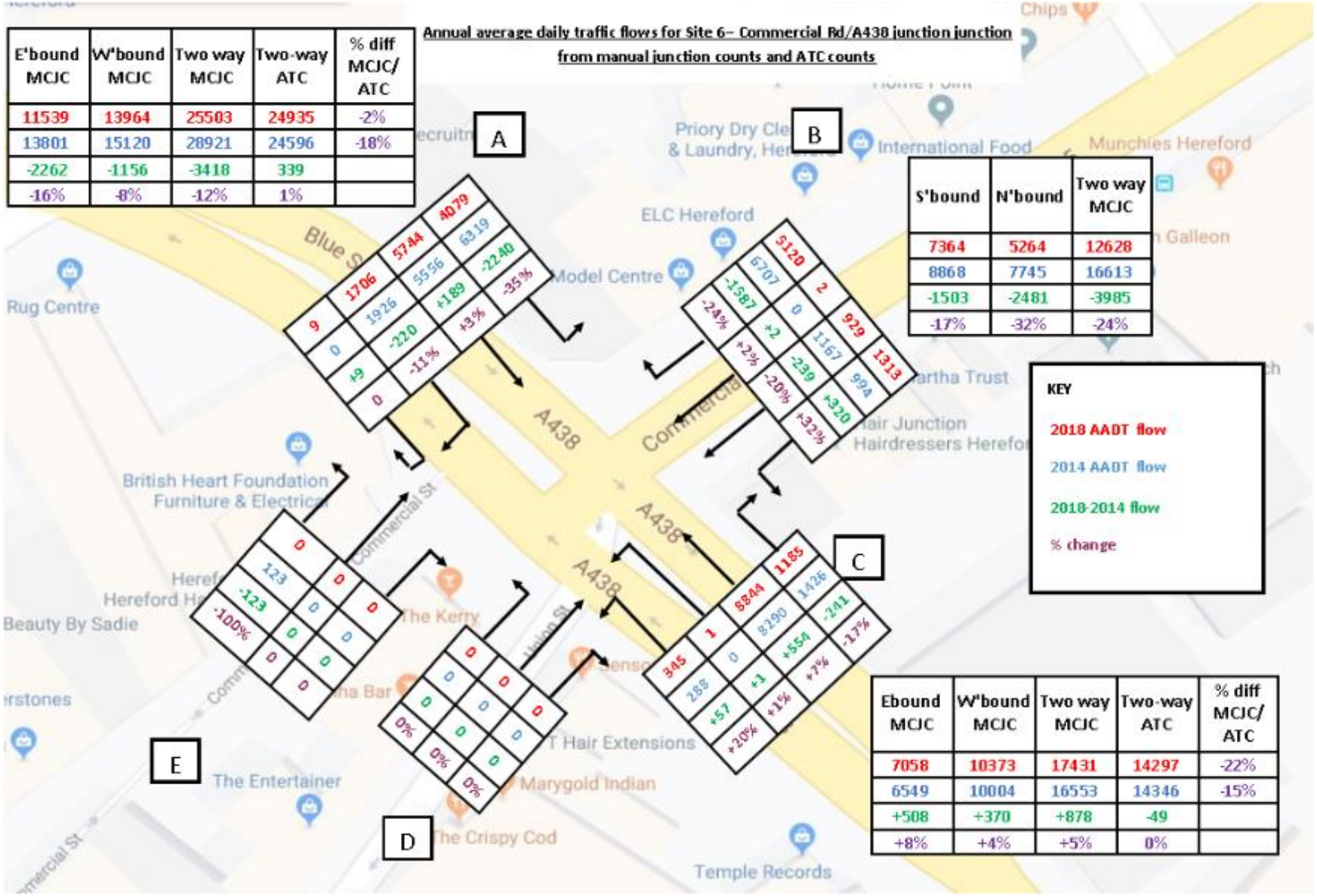
Site 4


Annual average daily traffic flows for Site 4– Newmarket St/Widemarsh St/ Blueschool St from manual junction counts and ATC counts
A
B
C
D
W'bound MCJC | E'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
11496 | 14538 | 26033 | 21002 | -24%
13685 | 15085 | 28770 | 21475 | -34%
-2189 | -547 | -2736 | -473 |
-16% | -4% | -10% | -2% |
N'bound MCJC | S'bound MCJC | Two way MCJC
4196 | 2832 | 7028
2854 | 3336 | 6190
1342 | -504 | 838
47% | -15% | 14%
2208 | 622 | 2
2674 | 644 | 18
-466 | -22 | -16
-17% | -3% | -87%
2143 | 1484 | +659 | +44%
11566 | 12802 | -1235 | -10%
826 | 799 | +27 | +3%
2053 | 1371 | +682 | +50%
9288 | 11011 | -1723 | -16%
826 | 799 | +27 | 0%
0 | 0 | 0
0 | 0 | 0
0 | 0 | 0
0% | 0% | 0%
W'bound MCJC | E'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
11341 | 11569 | 22910 | 24935 | 8%
12382 | 14285 | 26667 | 24596 | -8%
-1041 | -2717 | -3758 | +339 |
-8% | -19% | -14% | +1% |
KEY
2018 AADT flow
2014 AADT flow
2018-2014 flow
% change
A438
Garrick Ln
Wall St
Vodafone
ODEON Hereford
Paperchase
Zizzi
Cosy Club
The Exchange
City Electrics The Lighting Shop
Hereford Jobcentre Plus
Hereford Snooker & Pool Centre
Catherine St
Card Factory

Site 5


KEY
2018 AADT flow
2014 AADT flow
2018-2014 flow
% change
Annual average daily traffic flows for Site 5– Blackfriars/Widemarsh St/Coningsby St from manual junction counts and ATC counts
A
1588
2712
5
1117
1294
3148
0
2132
+295
-436
+5
-1015
+23%
-14%
+5%
-48%
N'bound MCJC | S'bound MCJC | Two way MCJC
5453 | 5422 | 10875
3444 | 6573 | 10018
2009 | -1151 | 857
58% | -18% | 9%
E'bound MCJC | W'bound MCJC | Two way MCJC
2401 | 2825 | 5226
2353 | 2478 | 4831
48 | 347 | 395
2% | 14% | 8%
1547
1186
+361
+30%
2
0
+2
+2%
461
676
-215
-32%
391
491
-100
-20%
D
428
336
+93
+28%
0
0
0
0
359
337
+22
+6%
119
94
+25
+6%
W'bound MCJC | E'bound MCJC | Two way MCJC
906 | 2122 | 3028
767 | 3241 | 4008
+139 | -1119 | -980
+18% | -35% | -24%
B
878
3477
9
543
848
1923
0
432
+30
+1555
+9
+110
+4%
+81%
+9%
+26%
N'bound MCJC | S'bound MCJC | Two way MCJC
4898 | 3221 | 8120
3203 | 3733 | 6936
+1695 | -512 | +1184
+53% | -14% | +17%
C
Premier Inn Hereford City Centre (Old Market)
St Thomas Cantilupe CE Primary School
Blackfriars St
B4359
Coningsby St
Nine & Nine
Spice Minister
Computer Services
Coombes Cycles
Nando's Hereford
Hereford Snooker & Pool Centre
Alexander's Barbershop
Frankie & Benny's

Site 6

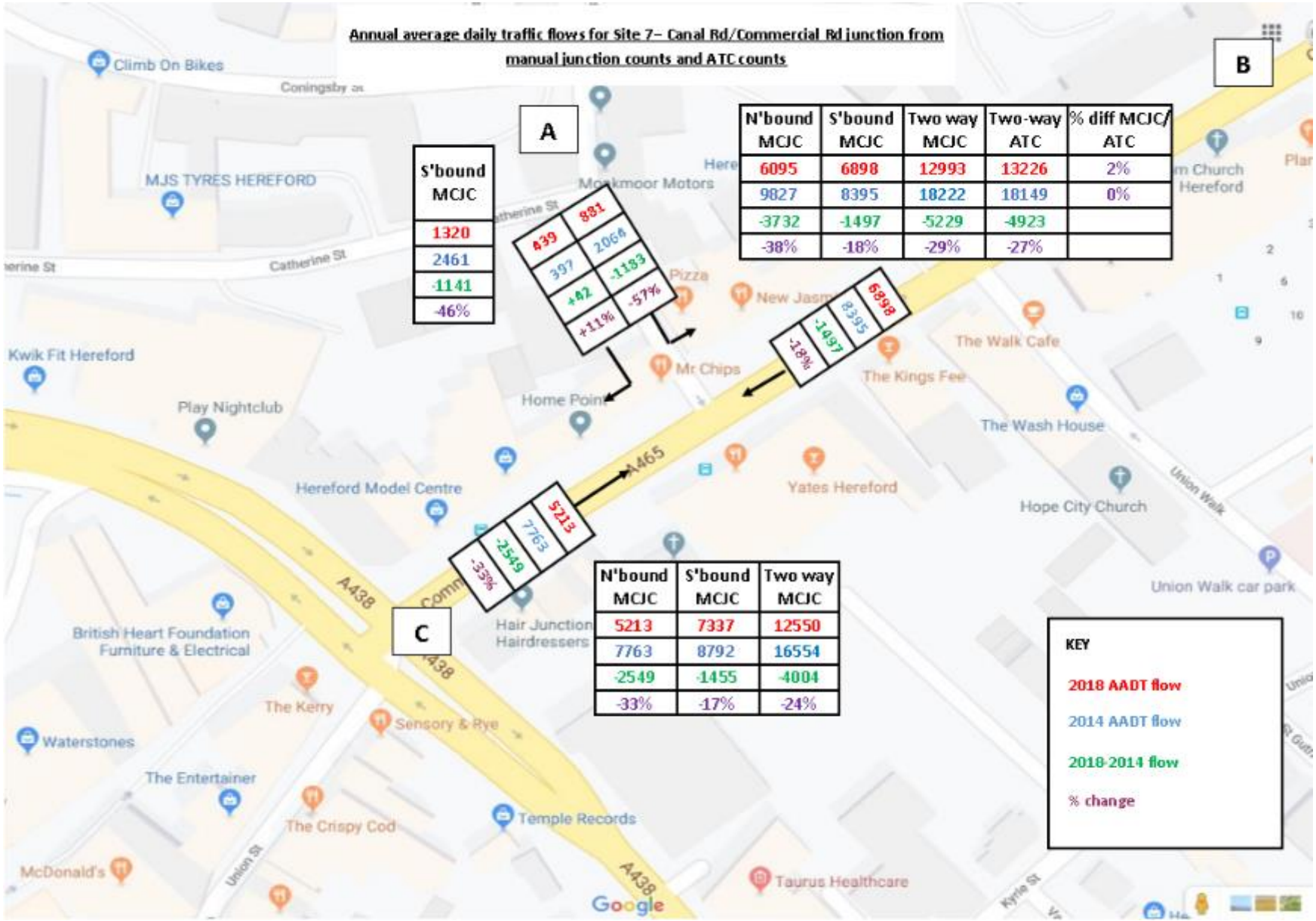


E'bound MCJC	W'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
11539	13964	25503	24935	-2%
13801	15120	28921	24596	-18%
-2262	-1156	-3418	339	
-16%	-8%	-12%	1%	

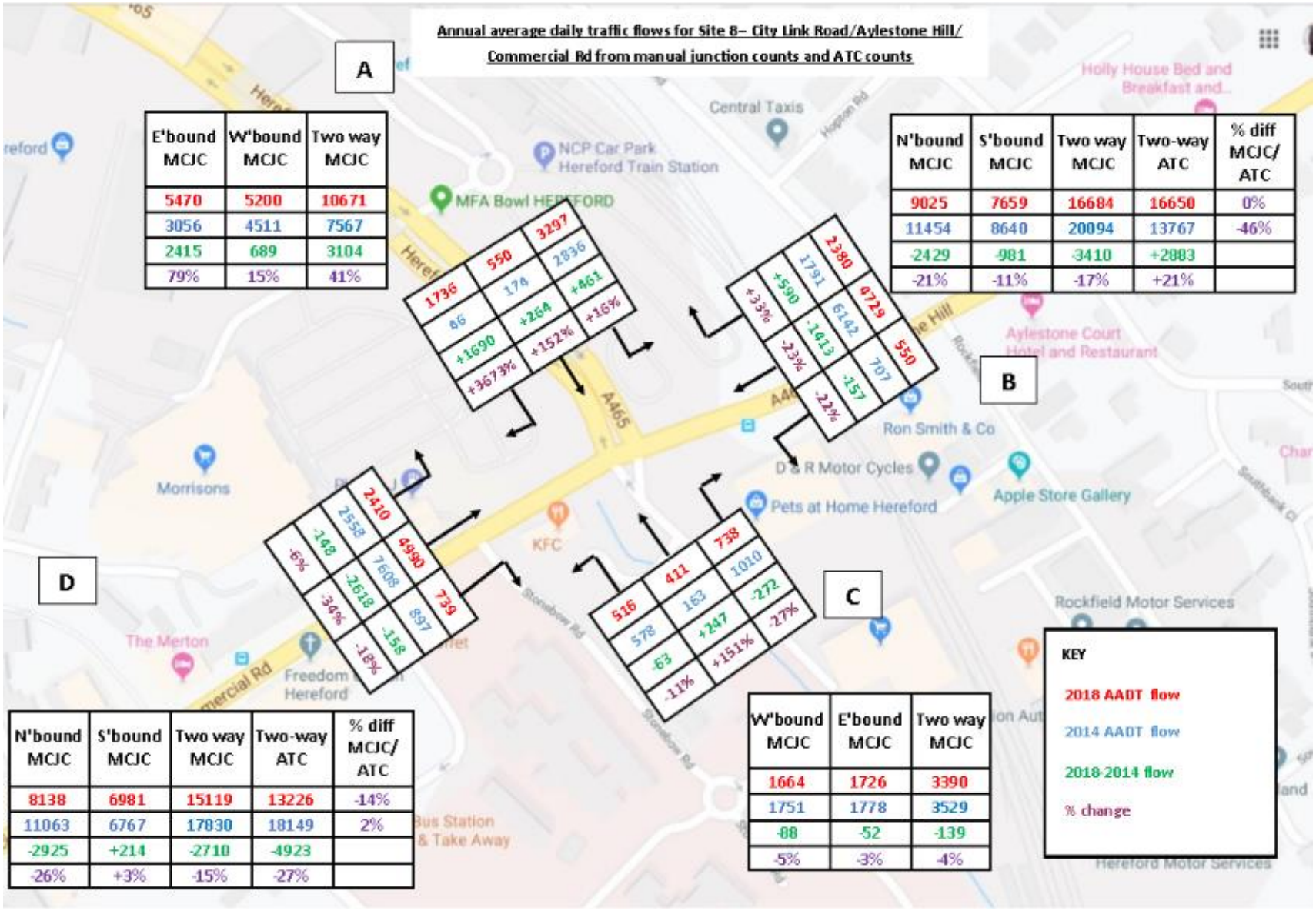
S'bound	N'bound	Two way MCJC
7364	5264	12628
8868	7745	16613
-1503	-2481	-3985
-17%	-32%	-24%

Ebound MCJC	W'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
7058	10373	17431	14297	-22%
6549	10004	16553	14346	-15%
+508	+370	+878	-49	
+8%	+4%	+5%	0%	

Site 7


Annual average daily traffic flows for Site 7– Canal Rd/Commercial Rd junction from manual junction counts and ATC counts
A
B
C
S'bound MCJC
1320
2461
-1141
-46%
439
881
397
2066
+42
-1185
+11%
-57%
6898
8395
-1497
-18%
5213
7763
-2549
-33%
N'bound MCJC | S'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
6095 | 6898 | 12993 | 13226 | 2%
9827 | 8395 | 18222 | 18149 | 0%
-3732 | -1497 | -5229 | -4923 |
-38% | -18% | -29% | -27% |
N'bound MCJC | S'bound MCJC | Two way MCJC
5213 | 7337 | 12550
7763 | 8792 | 16554
-2549 | -1455 | -4004
-33% | -17% | -24%
KEY
2018 AADT flow
2014 AADT flow
2018-2014 flow
% change
Climb On Bikes
MJS TYRES HEREFORD
Catherine St
Kwik Fit Hereford
Play Nightclub
Hereford Model Centre
Home Point
Mr Chips
The Walk Cafe
The Kings Fee
The Wash House
Yates Hereford
Hope City Church
Union Walk car park
Hair Junction Hairdressers
British Heart Foundation Furniture & Electrical
The Kerry
Sensory & Rye
Waterstones
The Entertainer
The Crispy Cod
Temple Records
McDonald's
Taurus Healthcare
A465
A438
Union Walk
Union St
Google

Site 8



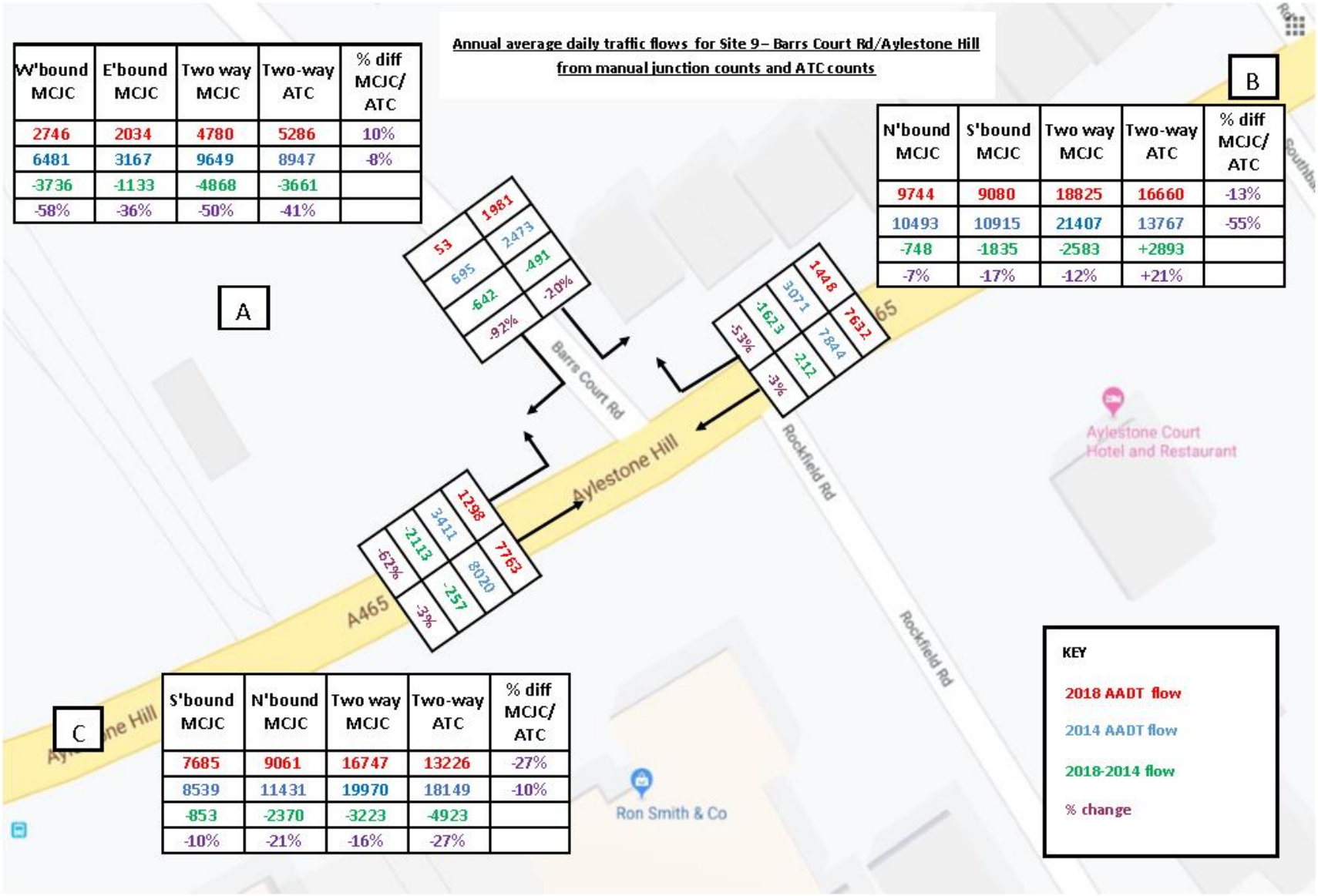
E'bound MCJC	W'bound MCJC	Two way MCJC
5470	5200	10671
3056	4511	7567
2415	689	3104
79%	15%	41%

N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
9025	7659	16684	16650	0%
11454	8640	20094	13767	-46%
-2429	-981	-3410	+2883	
-21%	-11%	-17%	+21%	

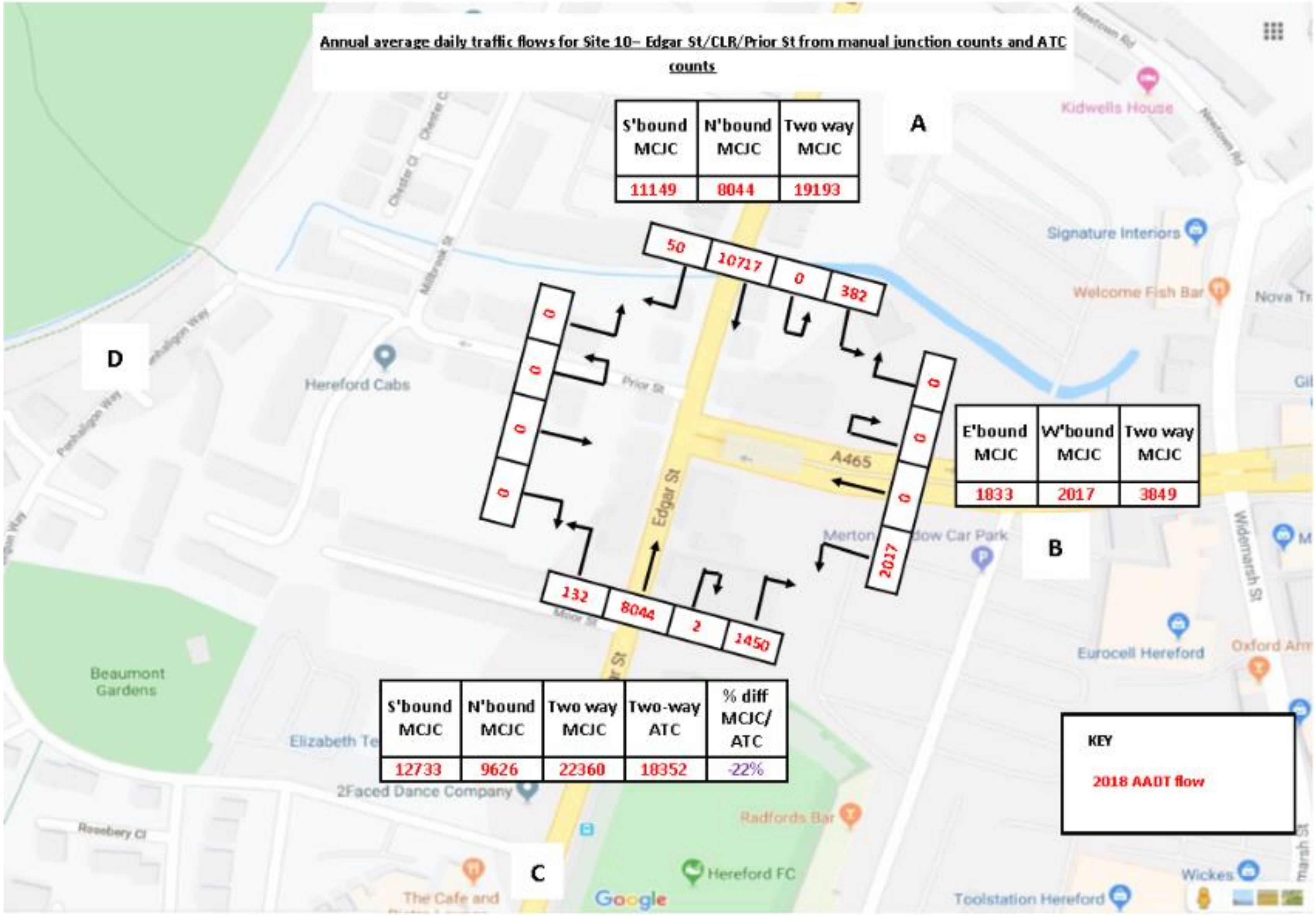
N'bound MCJC	S'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
8138	6981	15119	13226	-14%
11063	6767	17830	18149	2%
-2925	+214	-2710	-4923	
-26%	+3%	-15%	-27%	

W'bound MCJC	E'bound MCJC	Two way MCJC
1664	1726	3390
1751	1778	3529
-88	-52	-139
-5%	-3%	-4%

Site 9


Annual average daily traffic flows for Site 9– Barrs Court Rd/Aylestone Hill from manual junction counts and ATC counts
A
B
C
W'bound MCJC | E'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
2746 | 2034 | 4780 | 5286 | 10%
6481 | 3167 | 9649 | 8947 | -8%
-3736 | -1133 | -4868 | -3661 |
-58% | -36% | -50% | -41% |
N'bound MCJC | S'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
9744 | 9080 | 18825 | 16660 | -13%
10493 | 10915 | 21407 | 13767 | -55%
-748 | -1835 | -2583 | +2893 |
-7% | -17% | -12% | +21% |
S'bound MCJC | N'bound MCJC | Two way MCJC | Two-way ATC | % diff MCJC/ ATC
7685 | 9061 | 16747 | 13226 | -27%
8539 | 11431 | 19970 | 18149 | -10%
-853 | -2370 | -3223 | -4923 |
-10% | -21% | -16% | -27% |
1981
53
2473
695
491
-642
-20%
-92%
1448
3071
-1623
7632
-53%
7844
212
3%
1298
3411
-2113
7763
-62%
8020
257
-3%
Barrs Court Rd
Aylestone Hill
A465
Rockfield Rd
Rockfield Rd
Aylestone Court Hotel and Restaurant
Ron Smith & Co
KEY
2018 AADT flow
2014 AADT flow
2018-2014 flow
% change

Site 10


Annual average daily traffic flows for Site 10– Edgar St/CLR/Prior St from manual junction counts and ATC counts
A
B
C
D
50
10717
0
382
0
0
0
0
0
0
0
2017
132
8044
2
1450
KEY
2018 AADT flow
Prior St
A465
Edgar St
Hereford Cabs
Kidwells House
Signature Interiors
Welcome Fish Bar
Eurocell Hereford
Beaumont Gardens
Radfords Bar
Hereford FC
2Faced Dance Company
Toolstation Hereford
Wickes
Widemarsh St
Newtown Rd
Rosebery Cl
Penhaligon Way
Millbrook St
Chester Cl
Elizabeth Te
Oxford Arm
Merton
dow Car Park
The Cafe and
Moor St
Nova Tr
Google

A

S'bound MCJC	N'bound MCJC	Two way MCJC
11149	8044	19193

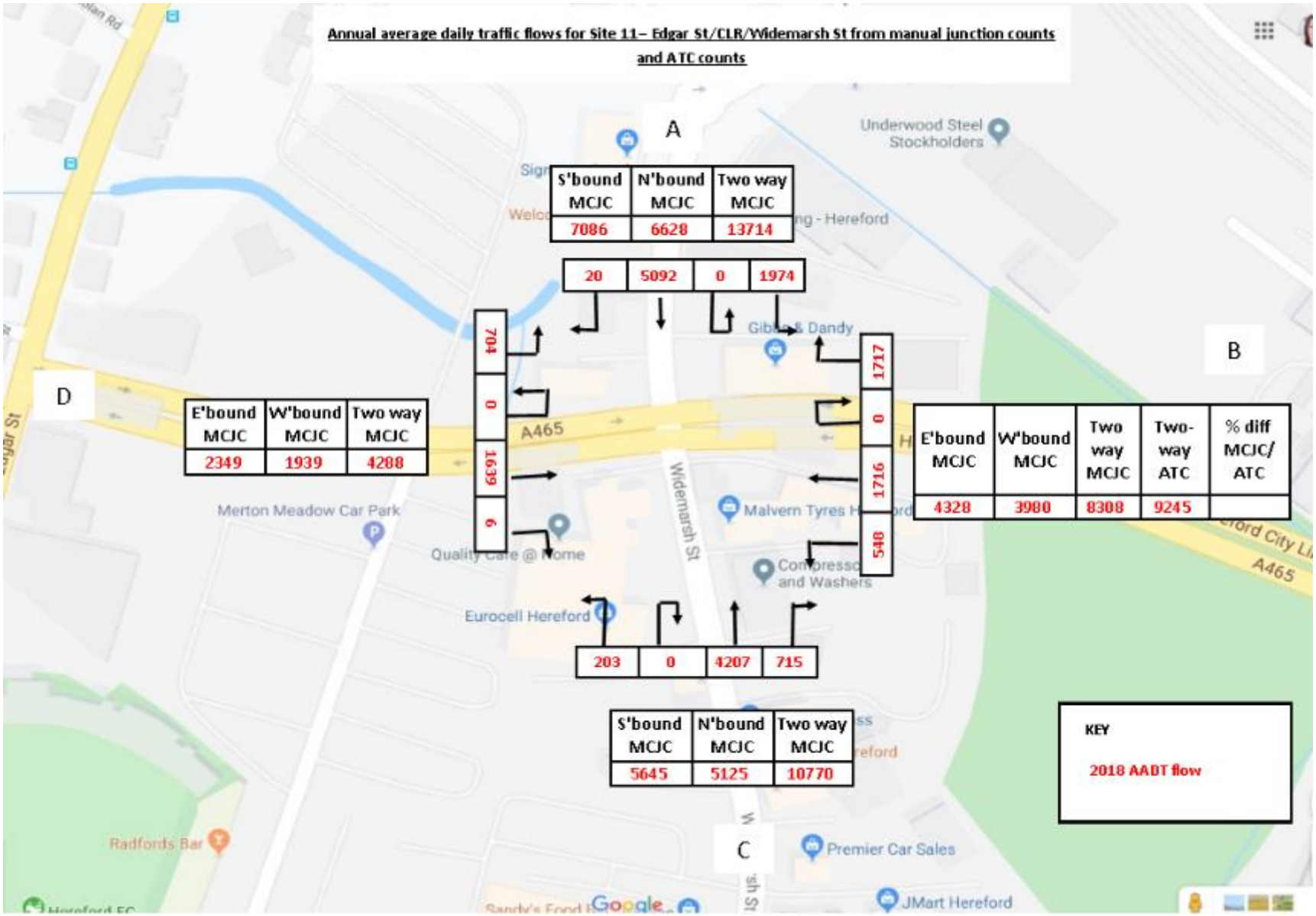
B

E'bound MCJC	W'bound MCJC	Two way MCJC
1833	2017	3849

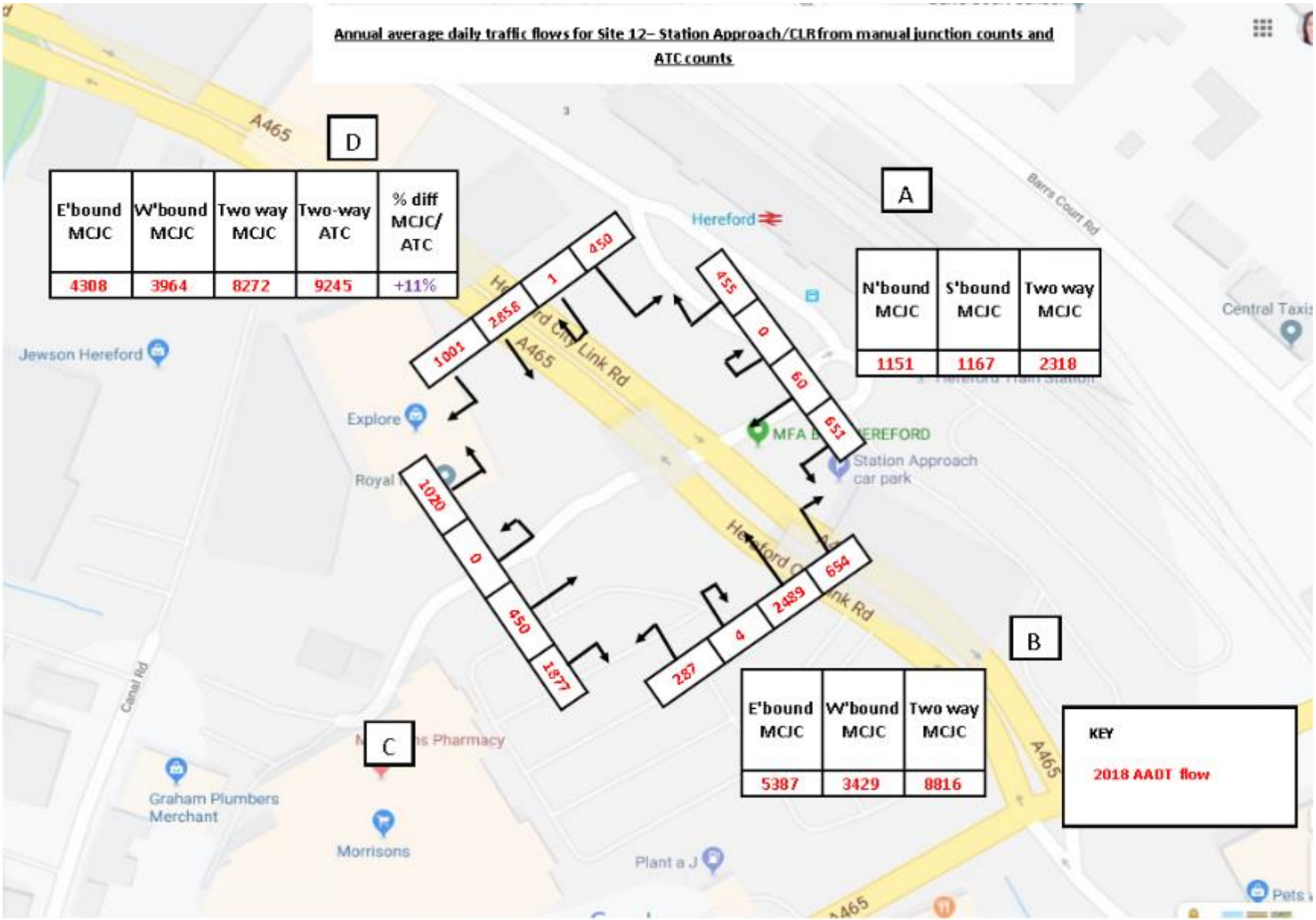
C

S'bound MCJC	N'bound MCJC	Two way MCJC	Two-way ATC	% diff MCJC/ ATC
12733	9626	22360	18352	-22%

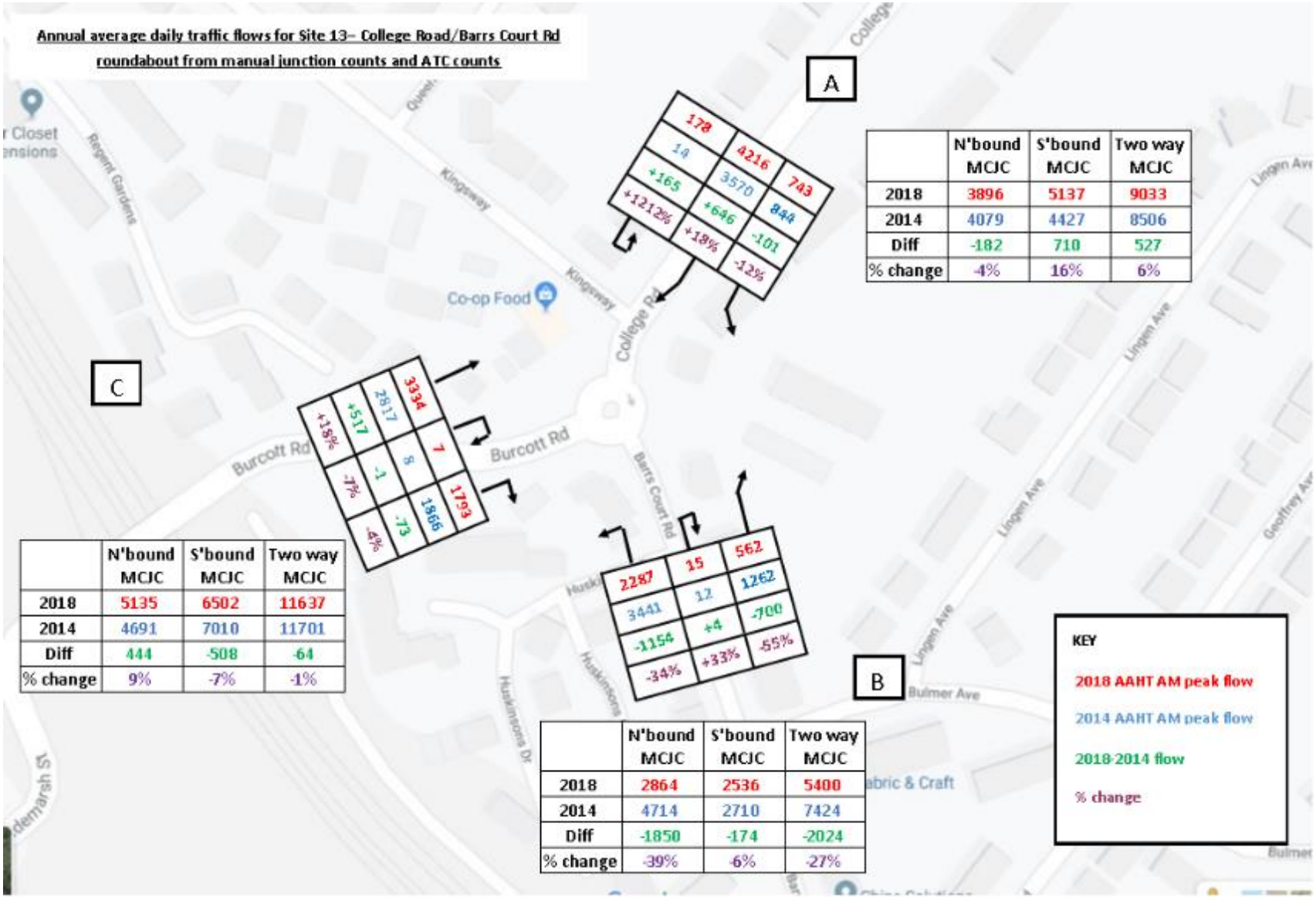
Site 11


Annual average daily traffic flows for Site 11– Edgar St/CLR/Widemarsh St from manual junction counts and ATC counts
A
S'bound MCJC
N'bound MCJC
Two way MCJC
7086
6628
13714
20
5092
0
1974
704
0
1639
6
1717
0
1716
548
B
E'bound MCJC
W'bound MCJC
Two way MCJC
Two-way ATC
% diff MCJC/ ATC
4328
3980
8308
9245
D
E'bound MCJC
W'bound MCJC
Two way MCJC
2349
1939
4288
203
0
4207
715
S'bound MCJC
N'bound MCJC
Two way MCJC
5645
5125
10770
C
KEY
2018 AADT flow
A465
Widemarsh St
Merton Meadow Car Park
Eurocell Hereford
Malvern Tyres
Underwood Steel Stockholders
Premier Car Sales
JMart Hereford
Radfords Bar
Google

Site 12


Annual average daily traffic flows for Site 12– Station Approach/CLR from manual junction counts and ATC counts
A465
D
E'bound MCJC
W'bound MCJC
Two way MCJC
Two-way ATC
% diff MCJC/ ATC
4308
3964
8272
9245
+11%
A
N'bound MCJC
S'bound MCJC
Two way MCJC
1151
1167
2318
Hereford
Barrs Court Rd
Central Taxis
Jewson Hereford
Explore
Royal
Station Approach car park
Hereford City Link Rd
450
1
2856
1001
455
0
60
651
1020
0
450
1877
654
2489
4
287
B
E'bound MCJC
W'bound MCJC
Two way MCJC
5387
3429
8816
KEY
2018 AADT flow
C
Canal Rd
Graham Plumbers Merchant
Morrisons
Plant a J
Pets

Site 13

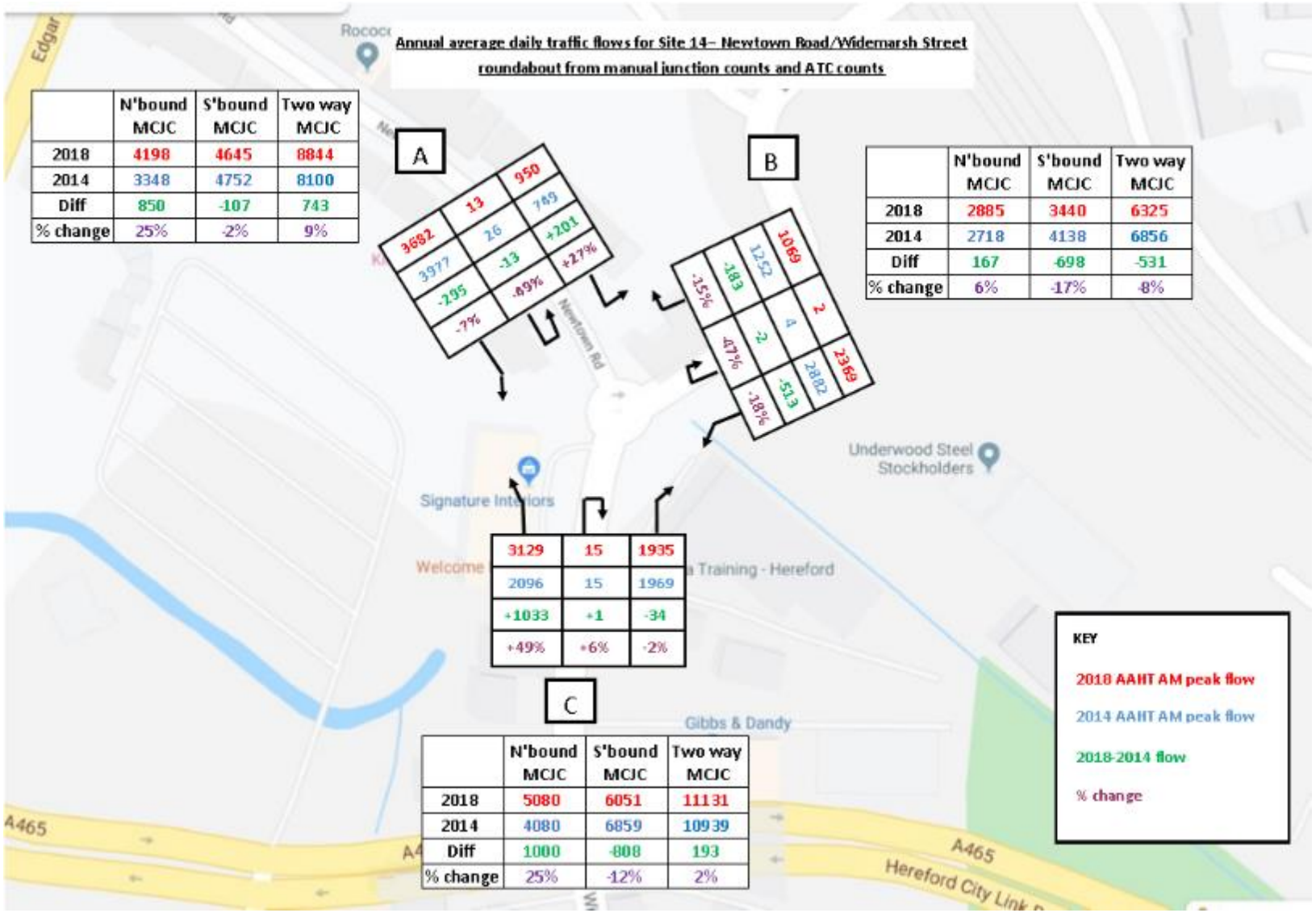


	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	3896	5137	9033
2014	4079	4427	8506
Diff	-182	710	527
% change	-4%	16%	6%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	5135	6502	11637
2014	4691	7010	11701
Diff	444	-508	-64
% change	9%	-7%	-1%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	2864	2536	5400
2014	4714	2710	7424
Diff	-1850	-174	-2024
% change	-39%	-6%	-27%

Site 14



	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	4198	4645	8844
2014	3348	4752	8100
Diff	850	-107	743
% change	25%	-2%	9%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	2885	3440	6325
2014	2718	4138	6856
Diff	167	-698	-531
% change	6%	-17%	-8%

	N'bound MCJC	S'bound MCJC	Two way MCJC
2018	5080	6051	11131
2014	4080	6859	10939
Diff	1000	-808	193
% change	25%	-12%	2%