LONG COMPTON PARISH COUNCIL



THE A3400 THROUGHLONG COMPTON

A REPORT ON TRAFFIC CONSULTATIONS WITH WARWICKSHIRE HIGHWAYS AND THE TRAFFIC SURVEY UNDERTAKEN IN NOV 2022

SECTION 1

1.0 Introduction and Long Compton Neighbourhood Plan

This report draws together information drawn from a twelve-month period of dialogue with representatives from Warwickshire Highways commencing in Dec 2021 and culminating in a week long traffic survey in Nov 2022 at two key sites within the village.

The purpose of the report is to advance actions to mitigate the impact of traffic on the A3400 on the village, a priority identified in the Long Compton Neighbourhood Development Plan 2013

Long Compton is the final village to the south of Warwickshire very close to the border with Oxfordshire. The A3400 runs through the heart of this linear village and is busy, bringing traffic from Stratford upon Avon and Oxford, both key tourist areas bringing large coaches as well as 'normal' traffic and agricultural vehicles. Long, steep hills sweep into the village from both directions carrying fast traffic. The A3400 is classified as a Link Road in the Warwickshire hierarchy of roads.

Link	Roads linking between	Link Road In urban areas these are residential or industrial
Road	the Main and Secondary	interconnecting roads with 20 or 30 mph speed limits,
	Distributor Network with	random pedestrian movements and uncontrolled parking.
	frontage access and	In rural areas these roads link the smaller villages to the
	frequent junctions	distributor roads. They are of varying width and not always
		capable of carrying two-way traffic

Appendix 1 Warwickshire County Council Highway Safety Inspection Manual April 2020 pg. 6

Importantly, the road separates the main residential areas of the villages from its key services, the village shop, village hall, church, pub, children's playground, and sports ground. This makes it difficult and hazardous for pedestrians to cross the road safely, particularly elderly people who make up a high proportion of the village demographic. This is exacerbated by the fact that, as the Neighbourhood Plan identifies, 'pavements are narrow and for a substantial length of the settlement exist only on one side of the road'. Pedestrians often feel threatened by large vehicles and particularly projecting wing mirrors. Many vehicles exceed the 30 mile an hour speed limit and traffic calming has been consistently requested by residents over many years to make it safer to reach the village services and, especially to enable school children to make greater use of the sports field. The school has limited external space and would benefit from being able to access the recreation ground safely. During the summer of 2022 some use was made but the number staff needed to facilitate supervising the children to cross is prohibitive and means that they do not benefit from this significant village facility. Many elderly people rely heavily on the shop but due to the threat of crossing the road often prefer to drive to the shop if they are able to do so.

Age Distribution 2021	Census
0-9 years	100
10-19 years	82
20-29 years	53
30-39 years	92
40-49 years	107
50-59 years	140
60-69 years	107
70-79 years	129
80+ years	64

Total Population 873

Ave Household 2.4 persons

Appendix 2 2021 Census data

Mitigation of the impact of the A3400 on the residents of Long Compton is identified as a priority in the Long Compton Neighbourhood Plan:

The ambition to implement measures to calm traffic on the A3400 through Long Compton has long been a priority for the residents of the village and is integral to the Neighbourhood Plan as Policy 3

Policy INF3

Traffic Management Developer contributions, from legal agreements or the Community Infrastructure Levy will be allocated for measures to calm traffic, reduce the speed of vehicles using the A3400 through the village and generally to improve the environment for pedestrians and people living near the main road.

Appendix 3 Long Compton Neighbourhood Plan

Due to the peripheral position of the village to the far south of Warwickshire, there is a perception that it has been largely neglected compared to villages closer to the main county settlements. As such whilst villages north of Shipston-on-Stour have benefited from regular maintenance, issues in Long Compton such as worn road markings, signage and general maintenance of highways issues in the village have been poor. It is very obvious that south of Shipston-upon-Stour, road markings deteriorate significantly.

The Neighbourhood Plan notes that there are.

a number of possible measures which might mitigate adverse traffic impacts, some requiring council funding and others which might be implemented with the village's share of legal agreements with developers or the Community Infrastructure Levy. These include.

- a 20mph speed limit on the A3400 through the village
- removal of red tarmac speed limit signs on the road as these break up and cause vibration
- a pedestrian crossing
- village gates at each end of the village clearly marking the start of the residential area
- a permanent speed camera at the south end of the village
- extension and widening of footpaths where possible.

To date, with the exception of hedgerow maintenance, none of these ambitions have been received and no community levy funding from the housing developments on Old Hill at The Hollows and Park Court has been forthcoming from Warwickshire.

Section 2: Contributing Factors

2.0 Heavy Good Vehicle Movements form Local Quarries

This has been worsened by an increase in the movement of heavy lorries from the Rollright quarries who frequently exceed their permitted movement quotas and repeatedly submit planning applications to increase these further. A successful campaign by the Rollright Stones Trust to reduce movements past this ancient site has resulted in even more lorries being redirected down Old Hill into Long Compton and through the village. These vehicles have caused significant gullying at the sides of Old Hill which is single lane and not conducive to vehicles of this weight.

3.0 Bury Way Speed Limit Anomaly

A small section of road, Bury Way running from the main road towards Barton Road has an anomalous 60mph speed limit despite being very much in the centre of the village and close to both residential, recreational and industrial areas of the village. This anomalous speed limit is also at odds with government guidance;

37) The minimum length of a speed limit should generally be not less than 600 metres to avoid too many changes of speed limit along the route. In exceptional circumstances this can be reduced to 400 metres for lower speed limits

Appendix 4 Setting of Local Speed Limits

Photographs below show the single lane road and also demonstrate its poor condition which in itself is not conducive to a national speed limit.





Photograph 1 and 2 Bury Way at the junction of Main St Long Compton

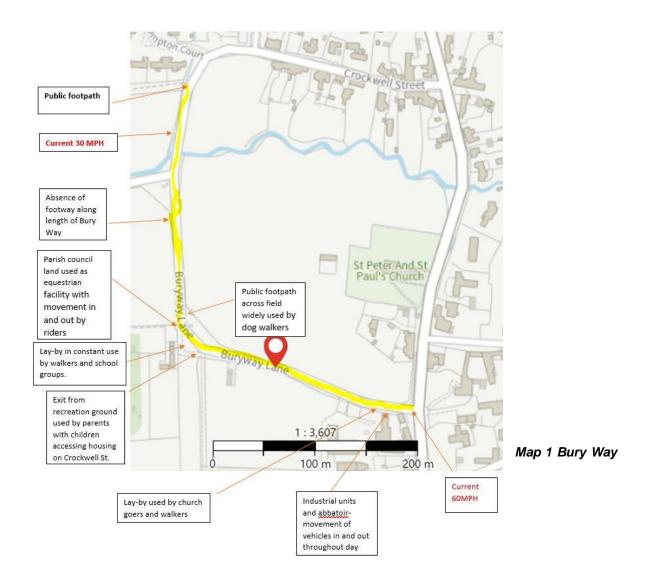
Reducing this to a 30mph limit would also be of substantial benefit to the village. A request was made in Sept 2022 to Traffic and Safety Warwickshire County Council to amend the speed limit to 30mph and was accompanied by Map 2 below which shows the conflict of a 60MPH limit with other users.

The initial request to reduce the speed limit on this section of road was made by Graham Stanley (Team Leader Minor Works Team, County Highways) on behalf of Long Compton Parish Council and refused by Karen Lee (Road Safety Liaison Officer, Safety Engineering Team)

This was followed up with a further request from the Parish Council with accompanying evidence. The following response was received on Oct 7th 2022.

Whilst we would like to accommodate these requests for engineering measures our resources are limited and therefore, as we are wholly data-led, we have to prioritise our work in the most cost-effective way. Engineering measures do take a significant portion of available funding and therefore need to be focused on locations with a poor collision rate, where there are patterns of activities or behaviours that can be attributed to the collisions, and where viable solutions can be identified that can make an impact. After reviewing the evidence relating to Bury Way, Long Compton we must advise that it is not currently identified as a priority site for investment.

Jenny Martin Traffic and Safety Warwickshire County Council



It should be noted that the cost requirement for this adjustment would be to remove or change to 30mph four road signs currently showing the national speed limit. It is also a concern that so many decisions are made without site visits and are reliant on Google Maps.

Despite further appeals to both Warwickshire County Council and the District and County Councilors, no further progress has been made on this issue.

4.0 Pavements

These has been an increase in housing in the village since the approval of the Neighbourhood Plan with social housing developments in Weston Court and two new private housing developments on Old Hill. The village has not benefitted from any Community Infrastructure Levy funding to improve road safety through the village as a result of these developments. The residents of Old Hill face a particular challenge as at the junction with Main Street there is pavement on one side of the main road only as the road sweeps left out of the village and up the hill towards Oxfordshire. Traffic moves very quickly down the hill into the village, and this is a completely blind corner making it extremely hazardous for any pedestrian but in particular those managing pushchairs or with compromised mobility.



Map 2 Junction of Main St and Old Hill

Photograph 3 showing blind corner for pedestrians

5.0 Road Signs

There are large number of road sighs in the village a number of which are in very poor condition. A comprehensive assessment of these was completed in 2019 and submitted to Warwickshire highways. The list was regarded as excessive and was therefore reviewed and resubmitted in July 2022 identifying only those signs in the poorest condition. Two date, two have been replaced, a missing 30mph sign and a damaged elderly persons crossing sign. In addition, the vehicle activated sign (VAS) on the northern entry to the village, essential to calming traffic on approach to the village has been out of action for several years.



Photograph 4 showing vehicle activated sign at northern entry to village.

This was reported to Warwickshire Street lighting with the following response:

Looking at this unit on Google maps it looks like it has seen better days. According to our records it was installed back in 2004 so it is almost certain this unit cannot be repaired due to the parts being obsolete now.

We have recently had units the same age reported to us and the manufacturer cannot repair them unfortunately. We have recently had a new VAS policy go through cabinet and this could identify VAS signs that are ineffective so when they fail, they will likely be removed from service.

I can bring this sign to the Road & Traffic Safety teams attention to see if they would advise on replacing this sign for a new one? This would depend on the accident statistics for this particular area.

Email from Lee Ragg Assistant Lighting Engineer Warwickshire Street Lighting Oct 4th 2022

Again, an assessment reliant only on Google Maps No further progress has been made in the repair of additional damaged signs or the repair or replacement of this essential VAS.

Section 3: Liaison with Warwickshire Highways

5.0 With a view to progressing these issues, three meetings have taken place in Long Compton since Dec 2021 as follows:

Date	Warwickshire Highways Representative	Role	Parish Council Representative
16/12/21	Graham Stanley	Team Leader Minor Works Team	Councillor Bing Councillor Billins
28/4/22	Jessica Consolaro	Senior engineer Forestry & Minor Works Team	Councillor Billins
27/9/22	Michael Rogers	Locality Officer Stratford Upon Avon South	Councillor Billins

These meetings which included very comprehensive walks of the village identifying pertinent issues have generated an action plan for the village, improved communication and have generated at least some momentum for improvement.

As of Jan 2023, the following have been achieved.

- Completion of a small section of damaged stream side railings
- Replacement of a small number of road signs from the reduced prioritised list
- Pavement clearance from the southern end of the village to the junction with the turning to the Rollright Stones (completed at the behest of a national walking group)
- Survey of line markings and assurances that these will be repainted, and faulty cats' eyes
 replaced in the Spring/Summer of 2023. Note: As there is very little signage indicating the
 existence of a primary school and the yellow hatched lines outside the school are now virtually
 invisible a request was made that these markings were repainted in advance of the rest and
 before the winter. This has now been done.

However, the main priorities of improving safety for pedestrians have not progressed. This appears to be due to three factors:

- Lack of serious injuries/deaths
- The winding nature and width of the A3400 through the village
- The existing dark skies status of Long Compton

However, a briefing to parish councils by from Jo Edwards (*F.I.H.E Lead Commissioner for Safety Engineering, Transport Planning & Road Safety Group, Communities*) on (12 Oct 22) also revealed that the entire budget for safety across the County is £350k. The priority therefore has been non-rural sections of 'A' road where collision and accident rates are high. It is unsurprising then that village communities where national 30mph speed limited are in place are not currently considered a priority.

SECTION 4: Speed Survey

- 6.0 The village has been involved in the Community Speed Watch initiative for a number of years and has trained volunteers who have undertaken speed surveys using handheld speed cameras. However, whilst perhaps acting as a deterrent to speeding on the survey day this measure does not give an accurate picture of traffic movements though the village. It was suggested by Graham Stanley that a seven-day traffic survey be undertaken at parish council expense to establish a clear pattern of traffic movement through the village gathering data on.
 - Speed
 - Volume
 - Vehicle weight/size.

This survey took place from Nov 9th- Nov 15th encompassing a weekend and five full working days. This period did not coincide with any public holidays or local events and can therefore be regarded as representative of traffic though the village across a typical week.

6.1 Sites selected.

The two sites chosen were not at the bottom of the hills at the peripheral approaches into the village where traffic movement is known to be fastest. Instead, the two locations identified were where pedestrian footfall is at its highest and therefore the hazard of speeding traffic at its greatest. These were.

Site 1: Red Lion Travelling north through the village after the Red Lion pub, but before the school, where there is a functional vehicle activated 'slow' sign.

Site 2: Village Shop Just before the village shop between Vicarage Lane and Broad Street



Map 3 Showing Sites identified for speed survey.





Photograph 5 Site 1

Photograph 6 Site 2

6.2 Data Collected

At each site, the data collected was as follows.

Speed Data

All days	Hour by Hour	Average speed Average speed break down	Both directions
All days	Hour by Hour	Average speed Average speed breakdown	Northbound
All days	Hour by Hour	Average speed Average speed breakdown	Southbound
Weekday average			1

Vehicle Class

Overall average

Day by day	Hour by hour	Vehicle class	Both directions
Day by day	Hour by hour	Vehicle class	Northbound
Day by day	Hour by hour	Vehicle class	Southbound

Volume of Traffic

Day by day	Hour by hour	Volume	Both directions
Day by day	Hour by hour	Volume	Northbound
Day by day	Hour by hour	Volume	Southbound
Workday			
average			
7-day average			

The results of the survey were sent as raw data to Long Compton Parish Council on Nov 25th 2022 by Joel Enston (Data Technician Transport Planning Communities, Warwickshire County Council)

Result Analysis

6.3a Volume of Traffic

During peak hours of 7.00 am to 10.00 am when shop use is at its highest there was a combined average of 353 vehicles passing the shop with a peak of 386 or 6.4 vehicles per minute at 8.00am and 434 or 7.2 vehicles per minute at 16.00

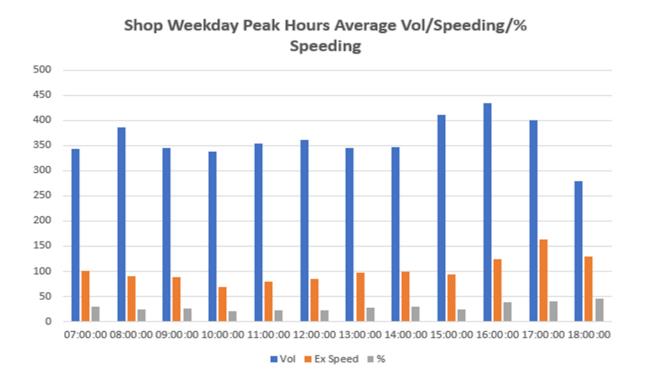


10

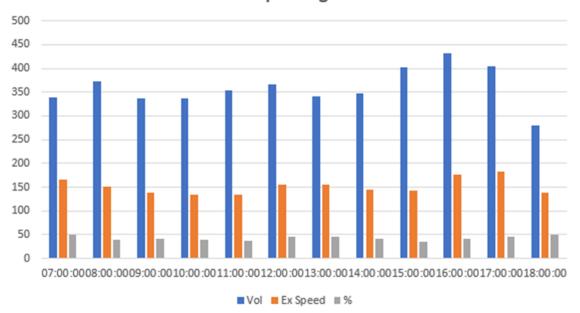


This average increases during 7.00am-10am on workdays to a peak average of 467 or 7.7 vehicles per minute at 8.00am and 468 or 7.8 vehicles per minute at 16.00. It also includes a higher proportion of HGV

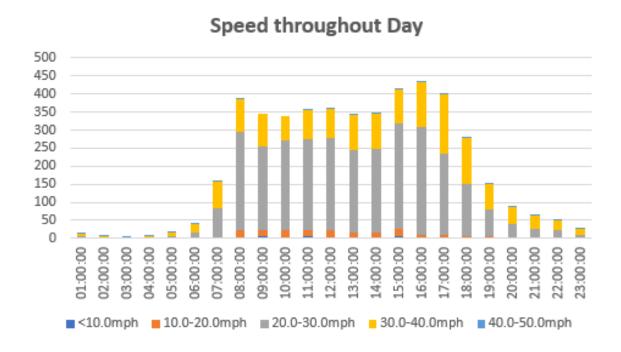
During peak morning and afternoon times approximately 25% exceeded the 30mph speed limit. At both locations there is a higher percentage of speeding vehicles during peak periods.



Red Lion Weekdays Peak Hours Av Vol/Speeding /% Speeding

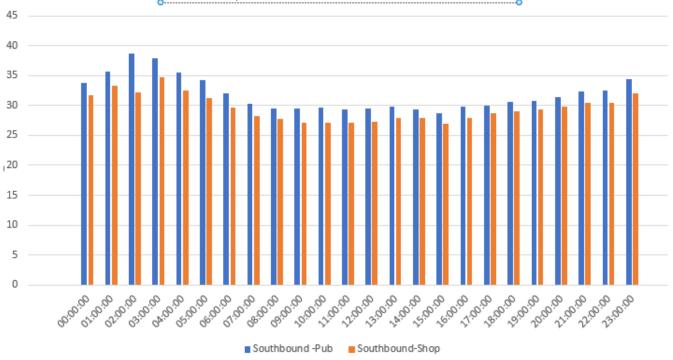


This picture is repeated at the Site 2: Red Lion but with percentages exceeding 30mph reaching almost 50% between 7.00am and 8.00am. The percentage of speeding cars at the start and end of the school day is a concern as whilst there is a Vehicle Activated 'Slow' sign, there is nothing to indicate the presence of a primary school to traffic travelling though the village in a northerly direction.

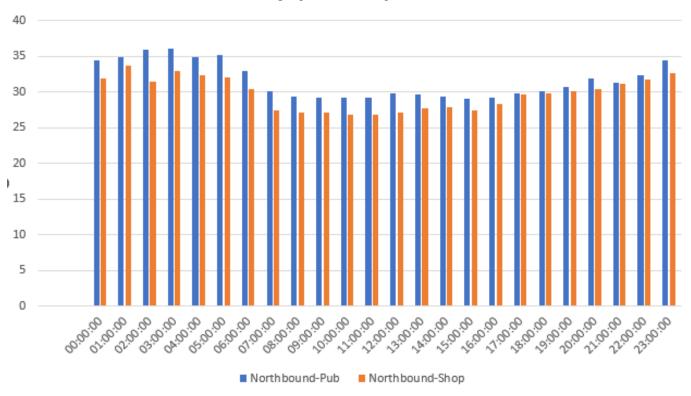


Speed readings across the day show a minimal number of vehicles exceeding 40mph but a significant number of vehicles exceeding 30mph. At the Red Lion location a larger number of vehicles are speeding at above 40mph, however, this is still a small percentage of vehicles.



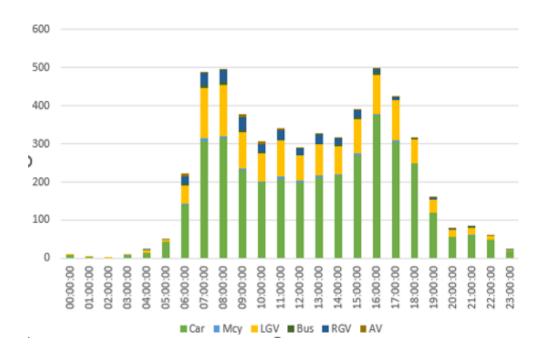


Both Sites: 7 Day speed Comparison Northbound



A comparison of speed averages throughout the day at both sites show that vehicles exceeding 30mh are more frequent at the pub in both directions. This can be explained by the location of Site 2 on a straight section of road. Site1 at the shop is located near to a bend and at a point where some traffic slows to turn either into Broad Street or Vicarage Lane or to turn into the parking bays at the shop.

6.3b Vehicle Class

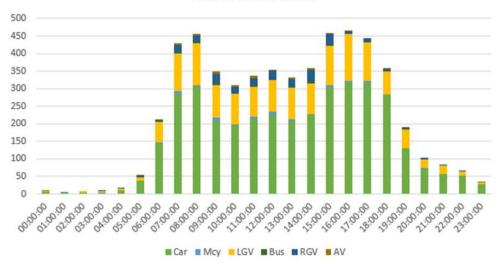


This data was collated daily/by hour according to vehicle class. This was defined in the raw data as:

- Motorcycles
- Cars
- Light goods vehicles
- Rigid goods vehicles with x3 and x4 wheel axles
- Articulated goods vehicles with x4, x5, x6, x7, wheel axles

For the ease of analysis and understanding RGV and HGV totals have been combined and are shown below by each day of the survey and combining both north and southbound vehicles. No data was given for weekday/7 day averages so data is shown by day.

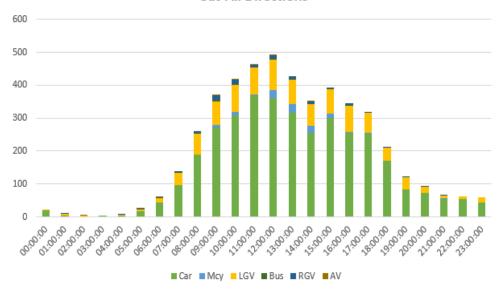




Friday-All directions



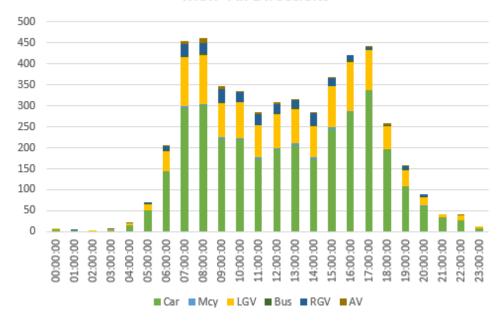
Sat-All Directions



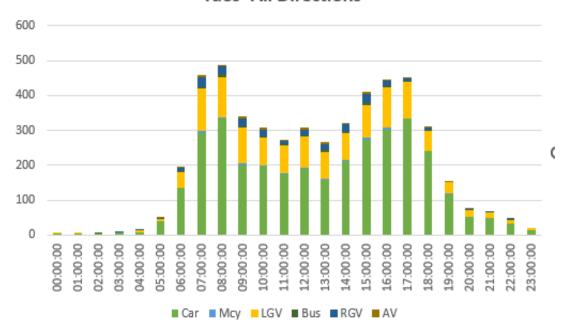




Mon- All Directions



Tues- All Directions



Unfortunately, data on the speed of RGV and HGV vehicles was not made available; however, the data shows that approximately 30% of traffic travelling though Long Compton between 06.00 and 19.00 is HGV. The narrowness and in some areas, absence of pavements impacts on the perceived threat of this traffic to pedestrians.

SECTION 5: Recommendations and other considerations

7.0 The traffic survey was undertaken at Parish Council expense at the suggestion of Warwickshire highways to establish definitively if the concerns of Long Compton residents about the threat presented by the speed and weight of traffic using the A3400.are legitimate.

The data shows that whilst there are few vehicles driving through the village at excessive speeds there are a significant number exceeding the speed limit and that these speeds correlate with times when there is highest pedestrian movement at both the shop and the school. Whilst there have thankfully been no injuries or fatalities on the road this threat does impact on the behaviours for example of elderly residents who choose to drive to the shop rather than risk crossing the road at busy times. The impact of this is recognized in the Department of Transport:

Fear of traffic can affect peoples' quality of life and the needs of vulnerable road users must be fully taken into account in order to further encourage these modes of travel and improve their safety. Speed management strategies should seek to protect local community life.

Setting Local Speed Limits (2013)

The Neighbourhood plan identifies a number of measures that could be used to calm traffic through the village namely:

- a 20mph speed limit on the A3400 through the village
- removal of red tarmac speed limit signs on the road as these break up and cause vibration.
- a pedestrian crossing.
- village gates at each end of the village clearly marking the start of the residential area.
- a permanent speed camera at the south end of the village
- extension and widening of footpaths where possible.
- ensuring that hedges do not narrow existing footpaths.

The Department of Transport Traffic Calming Local Transport Note 1/07 March 2007 is a useful reference point for evaluating whether these measures are likely to be the most realistic or effective for Long Compton and the paper is worth quoting from at length;

3.8.2 Signs alone may not be sufficient to reduce speeds to the desired level. In such instances, some form of physical engineering measures may be required to ensure that the speeds are reduced sufficiently and then controlled throughout the village. However, many rural main roads carry relatively high volumes of traffic, including commercial vehicles, and the use of vertical deflections may result in environmental problems of noise and ground borne vibration, particularly if full-width road humps are used to control vehicle speeds. In order to be effective, signing and marking measures need to be conspicuous. This can conflict with wider environmental objectives in designing schemes that are sympathetic to the local landscape.

It goes on to describe a number of village case studies which establish that.

- comprehensive measures are required throughout the village if significant speed reductions are to be obtained.
- gateways can reduce speeds in their vicinity by up to about 10 mph, but for reductions to be maintained in the village, additional measures need to be used.
- the amount of speed reduction broadly mirrors the type of scheme: simple gateway signing and marking provides small reductions, while gateways comprising very striking visual measures or physical measures produce greater benefits; the speed reducing measures at, or on the approach to the gateways included countdown signs, bar markings, dragon's teeth markings, speed limit changes, narrowings, coloured surfacing, speed limit roundels, surface treatments, a vehicle actuated 30 mph sign and speed camera signing.
- Within the villages, the speed control measures included coloured patches with speed limit roundels, islands, refuges, centre hatching, speed cushions, mini-roundabouts, chicanes, speed cameras, a pedestrian crossing, and variable 20 mph limit signing.

The results from this study (Wheeler & Taylor, 1999) complemented the previous work with the following main findings:

- the level of speed reduction, following the installation of a traffic calming scheme on a main road, is likely to be affected by the pre-existing speed limit, the magnitude of the 'before' speeds, the new speed limit and the traffic calming measures used.
- conspicuous traffic signing and road marking measures can bring about large speed reductions (up to 15 mph) at entries to villages on trunk roads, when used together for high visual impact. Repeated use through the village can also reduce speeds, but is unlikely to achieve 85th percentile speeds below the posted speed limit:
- speed cushions (1.5 metres wide), mini-roundabouts and chicanes can be used in trunk road villages to bring about greater speed control than signing and marking measures alone. Care is needed with the design and siting of vertical deflections where there are high flows of heavy vehicles or emergency service vehicles, or where the soil type is especially prone to transmit vibration;
- if the spacing of measures is too great, any speed reduction is localised.
- residents are unlikely to be satisfied with schemes that do not achieve their expectations of reducing speeds below the new/retained speed limit, and it is important not to raise their hopes unrealistically.
- **3.8.7** The study highlighted the importance of involving residents in the development of schemes and providing them with an understanding of what can be achieved. There is often a trade-off between scheme effectiveness in terms of vehicle speed and accident reduction, and potential unwanted side effects such as visual intrusion. The optimum solution will vary widely according to the situation.
 - speed reductions are maximised when visually striking or physical gateways are accompanied by repeated physical measures in the village.

It is worth noting that although Long Compton has not progressed the installation of village gates most of the traffic calming measures shown in bold above are installed at the entrance to the village. However, the linear nature of the village means that whilst there may be an initial reduction in speed at point of

entry the reduction is not maintained throughout the village. This suggests that further measure such as those highlighted above in red are necessary to maintain adherence to the speed limit throughout the village, speed limit roundels and one VAS near to the school are currently the only measures in place.

7.1 Obstacles to progress

1. Some of the arguments which have been cited by Warwickshire Hlghways as obstacles to for example the installation of pedestrian islands at the school and shop are insufficient road width and/or insufficient straight sections of road. However, observations of the other linear villages along the A3400 north of Shipston-on-Stour i.e Tredington, and Newbold-on-Stour show that this infrastructure is in place on sections of road which do not comply with this. An example of this in Tredington is shown below.





Photograph 7 Traffic Island on a bend in Tredington

Whilst sections of the road through Long Compton may be narrower than those though these similar villages, the locations at which traffic islands are required are both situated at points where the road is of sufficient 0 for them to be installed.

- 3. Warwickshire highways have sufficient expertise and experience to know what would be effective in the village and what is required is a willingness to invest.
- 4. Another factor cited as an obstacle to develop the traffic calming infrastructure in Long Compton is its status as a Dark Skies village. It would need to be established if any pedestrian/ traffic calming measures would necessitate street lighting in which case this would require a consultation process.

Next Steps

- The installation of a 120 metre section of pavement from the main road to the junction of Old Hill
 would go some way towards improving a sense of safety and security for the residents of the village.
 The representatives from Warwickshire highways concurred with this and quoted a cost of
 approximately £21k for this installation. Funding for this should be requested from the Minor Works
 budget.
- 2. The current traffic calming measures in place in Long Compton are made largely redundant by their poor maintenance. For example, the dragon's teeth line markings at the southern end to the village

and 30mph roundels are no longer visible. The countdown signs are damaged and the vehicle activated sign at the northern approach to the village is not functioning.

- 3. Highways have suggested that following the traffic survey it might be useful to commission a feasibility study/options analysis to establish the most appropriate infrastructure to use within the village to calm traffic at the shop and the school. This would be at a cost of approximately £6-7k but would provide definitive information of what may be possible with which to consult with residents of the village.
- 4. Consider progressing the installation of village gates identified in the Neighbourhood Plan. However, consideration will need to be given to the best and most effective design for these.
- 5. The Long Compton Neighbourhood Plan is currently undertaking a process of review. This is an opportunity to revisit the proposals and if necessary commence a consultation with the village. The County Councillor has committed £10k to the village in order to progress this work A feasibility study would provide an informed overview of the options available to the village and the cost of installation and would seem a sensible next step.

Update

- A Zoom meeting took place on Feb 6th with Graham Stanley and Jessica Consolaro to review the results of the traffic survey.
- Graham did not regard the results of the traffic speed survey as indicative of any issue with speeding through the village.
- Graham recommended DTA traffic planning consultants to undertake the feasibility study of the village
- Both supported the installation of pavement identified above and suggested approaching the District Councillor to secure funding for delivery.

Sara Billins

Long Compton Parish Council

Jan 2023

Appendices

Appendix 1 Warwickshire County Council Highway Safety Inspection Manual April 2020 pg. 6

Appendix 2 2021 Census Data

Appendix 3 Long Compton Neighbourhood Plan 2013

Appendix 4 Setting of Local Speed Limits

Appendix 5 Department of Transport Traffic Calming Local Transport Note 1/07 March 2007