

20A, B & C  
DCSE 2006/1495/F  
DCSE 2007/0704/F  
DCSE 2007/0705/F

Review of traffic count at Bodenham Farm, Much Marcle, Ledbury, HR8 2NJ

Background

On 3 December 2005 a Chambers Automag Car Counter was installed to monitor vehicle numbers along a private drive attending The Singing Stud Ltd, Bodenham Bank, Much Marcle.

Readings were taken at random dates and times and any usage by the owner of Bodenham Farm deducted from the readings.

The readings ceased on 14 April 2007, and at this time sixty separate readings had been taken.

Method

The method compares two periods, and being similar times of year, are not beholden to short term variations.

<i>From</i>	<i>To</i>	<i>No. of days</i>	<i>No. of vehicle movements</i>	<i>Average per day.</i>
03.12.05	12.04.06	130	1373	10.6
08.12.06	14.04.07	127	1897	14.9

Results

Outcomes are based upon the daily average figures, necessary as the readings relate to differing numbers of days. (Fig. 1.)

The first period consisted of 130 days (03.12.05 – 12.04.06) when 1373 vehicle movements were recorded, an average of 10.6 per day. The second being 127 days (08.12.06 – 14.04.07) when 1897 vehicle movements were recorded, an average of 14.9 per day. This is an increase of 40.6%.

Extrapolation of the figures indicates an annual vehicle usage of four thousand seven hundred and forty seven. A projection, using the 40.6% increase, shows that it can be expected that in three years time the annual total of vehicle movements will be in excess of thirteen thousand. (13,196).

Whilst this number may be challenged as fanciful it should be remembered that the same would no doubt have been claimed had the figure of nearly five thousand vehicle movements per annum been mentioned when the Singing Stud Ltd commenced operations.