

Traffic Calming Feasibility Assessment

Winchelsea

TN36



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Executive Summary

The area under review is Winchelsea, in East Sussex. The main roads under review include: Monks' Walk, German Street, High Street and Strand Hill. Additional side roads under review include North Street, Mill Road and Back Lane.

A speed survey and origin and destination survey was carried out in 2017 and 2018 (respectively). The conclusion of the speed surveys and origin-destination surveys were:

- High Street – Speeds are generally compliant with the 30mph limit;
- Monks Hill – Speeds are higher than the limit with 85th percentile speeds at 43-46mph;
- There is evidence to show there is rat-running through Winchelsea;

The distance for drivers travelling through Winchelsea is 1km. The distance for drivers travelling around Winchelsea on the A259 is 1.4km. The speed limits along these routes are virtually identical, with a 40mph speed limit up until the development boundary along the A259 and Monks' Walk.

Four traffic calming options are presented in section 7. However, to alleviate rat running, speeding and anti-social driving through Winchelsea, it is proposed that the following traffic calming measures are implemented:

- A new one-way system (northbound lane only) along Strand Hill would prevent rat running through Winchelsea town;
- A 20mph zone, combined with road markings and horizontal deflection (such as chicanes and road narrowing) throughout the town would help alleviate speeding and anti-social driving;
- A new gateway feature along Monks' Walk to define the town boundary and changing speed limits;
- New road surfacing (e.g. anti-skid surfacing) at the German Street / High Street / Hiham Green junction.

1 Introduction

- 1.1 This Traffic Calming Feasibility Assessment has been prepared for Icklesham Parish Council in conjunction with the above development and no responsibility is accepted to any third party for all or part of this study in connection with this or any other development.
- 1.2 GTA Civils Ltd has been commissioned by Icklesham Parish Council to prepare a Traffic Calming Feasibility Assessment for Winchelsea.

Policy Context

- 1.3 This Traffic Calming Feasibility Study will take account of the following policy documents:
 - National Planning Policy Framework (NPPF);
 - National Planning Policy Guidance (NPPG);
 - East Sussex Local Transport Plan (2011-2026);
 - Rother District Council Local Plan (2006);
 - The Rother District Council Core Strategy (2014).

2 Policy and Guidance

National Planning Policy Framework (NPPF)

- 2.1 The National Planning Policy Framework, first published in 2012 and last revised in July 2021, sets out the Government's planning policies for England and how these are expected to be applied. The NPPF provides a framework within which locally prepared plans for housing and other development can be produced.
- 2.2 NPPF supports sustainable development, with a 'presumption in favour of sustainable development', as set out in paragraph 10 and 11:

*"At the heart of the National Planning Policy Framework is a **presumption in favour of sustainable development**:*

For plan-making this means that:

- a) *plans all plans should promote a sustainable pattern of development that seeks to: meet the development needs of their area; align growth and infrastructure; improve the environment; mitigate climate change (including by making effective use of land in urban areas) and adapt to its effects;*
- b) *strategic policies should as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas, unless:*
 - i. *the application of policies in this Framework that protect areas or assets of particular importance produces a strong reason for restricting the overall scale, type or distribution of development in the plan area; or*
 - ii. *any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole;*

For decision-taking this means:

- c) *approving development proposals that accord with an up-to-date development plan without delay; or*
- d) *where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:*
- e) *the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or*
- f) *any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole."*

- 2.3 In the context of sustainable transport and in considering development proposals the NPPF states in paragraphs 110-113:

Paragraph 110, "In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- appropriate opportunities to promote sustainable transport modes can be - or have been - taken up, given the type of the development and its location;
- safe and suitable access to the site can be achieved for all users; and
- the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code 46; and
- any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.

Paragraph 111, "Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."

Paragraph 112, "Within this context, applications for development should:

- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations."

Paragraph 113, "All developments that will generate significant movement should be required to provide a travel plan and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."

National Planning Practice Guide (NPPG)

- 2.4 National Planning Practice Guidance (NPPG) is supplementary advice intended to expand on and support the principles and practices of the National Planning Policy Framework (NPPF). It is

managed and maintained by the Department of Communities & Local Government. Amongst other things, NPPG provides advice on the need for, and the preparation of, Travel Plans, Transport Statements and Transport Assessments.

2.5 NPPG states that Travel Plans, Transport Assessments and Transport Assessments can positively contribute to:

- encouraging sustainable travel;
- lessening traffic generation and its detrimental impacts;
- reducing carbon emissions and climate impacts;
- creating accessible, connected, inclusive communities;
- improving health outcomes and quality of life;
- improving road safety; and
- reducing the need for new development to increase existing road capacity or provide new roads.

2.6 NPPG advises that the key transport issues to be considered in a transport evidence base should:

- assess the existing situation and likely generation of trips over time by all modes and the impact on the locality in economic, social and environmental terms; and
- consider the cumulative impacts of existing and proposed development on transport networks.

East Sussex Local Transport Plan (2011 -2026)

2.7 The 3rd Local Transport Plan (LTP) has been developed to provide a strategy that '*makes East Sussex a prosperous County where effective, well managed transport infrastructure and improved travel choices help businesses to thrive and deliver better access to jobs and services, safer, healthier, sustainable and inclusive communities and a high quality environment.*'

2.8 The strategy for LTP3 and future direction for what to do for transport in East Sussex is:

- a) Plan and provide transport infrastructure which delivers sustainable economic growth in areas which has been identified as needing greater investment for regeneration and development: Hastings / Bexhill, Eastbourne / South Wealden and Newhaven.
- b) To maintain economic activity and quality of life across the county as a whole, giving priority to:
 - effective highway maintenance and management of transport assets;
 - improving road safety;
 - supporting the delivery of public and community transport.
- c) Plan and secure strategic infrastructure improvements for road and rail; and
- d) Encourage non-transport measures which reduce the need to travel.

- 2.9 The specific transport objectives are covered in section 2 of LTP3 and are as follows:
- Reduce congestion by improving the efficiency of the transport network and encouraging greater use of sustainable modes of transport;
 - Improve maintenance and efficient management of the transport network;
 - Improve road safety for vulnerable road users –pedestrians, cyclists, motorcyclists and horse riders;
 - Reduce the number of people killed and seriously injured in road crashes;
 - Reduce greenhouse gas emissions, local air pollution and noise from transport;
 - Increase the resilience of transport infrastructure and services to the effects of climate change;
 - Improve access to jobs, services and leisure and
 - Improve personal health and wellbeing by encouraging and enabling increased physical activity through active travel (i.e. walking and cycling).
- 2.10 The approach to delivering the vision and objectives must be far reaching, involving all transport providers. It will involve developing and implementing a range of measures, not just transport specific, by the County Council and transport operators as well as other partners. The way in which partners design and deliver their services and plan the location of housing and other developments will be critical in meeting the aims of LTP3.

Rother District Local Plan (2006)

- 2.11 The Local Plan sets out the development strategy for Rother District. It contains policies for different types of development as well as town strategies and specific site allocations.
- 2.12 Local needs – for economic prosperity, social cohesion and environmental protection – are core considerations in shaping the Local Plan.
- 2.13 The Plan's vision describes what the Council is seeking to achieve through its policies for development and change. The vision statement of the plan is:

'To provide a high quality of life based on vibrant and inclusive communities, access to a wide range of jobs and respect for the built and natural environment. Development and change should contribute to this vision, and thereby to the Community Strategy, in a positive and sustainable manner, properly supported by the necessary infrastructure, services and community facilities'.

- 2.14 The following aims are compatible with the priority areas being developed through the Community Strategy. Community safety is an aspect of local amenities, while recreation, education, health and other youth services are integral to Aim 2.

- **Aim 1** To ensure that the environment is conserved and enhanced and that new development contributes to local character, cultural identity and amenities;
- **Aim 2** To ensure that there is adequate infrastructure and services to support thriving communities and facilitate new development;
- **Aim 3** To meet housing needs in the most sustainable manner, with particular regard to affordability and quality of housing;
- **Aim 4** To secure a more prosperous and diverse economy;
- **Aim 5** To promote a safe, efficient and sustainable transport system

Rother District Council Core Strategy (2014)

- 2.15 The Rother District Council Core Strategy was adopted in September 2014. The Core Strategy is the key planning policy document within the Rother Local Plan. It sets the overall vision and objectives for development in the district up to 2028 and includes policies relating to the scale and distribution of development across its towns and rural areas. It also contains 'core policies' that address key issues facing the district, in relation to sustainable resource management, community development, housing, the economy, the environment and transport.
- 2.16 The top 10 strategic development issues mentioned in the Core Strategy are:
- Securing economic improvement
 - Delivering affordable housing to meet all needs
 - Carbon reduction and adaptation to climate change
 - Maintaining safe places to live
 - Supporting strong, sustainable communities
 - Planning for an ageing population
 - Better access to jobs and services
 - Conserving environmental quality
 - Better facilities for sports, leisure and culture
 - Managing uncertainties
- 2.17 The policies within the Core Strategy, relating to this Traffic Management Plan are:

TR1 Management and Investment in Strategic Accessibility

Support will be given to the improvement of strategic infrastructure that will strengthen the role of Rother, and especially Bexhill, as an area of economic activity and investment opportunity. Priority will be to improve connectivity along key transport corridors; enable regeneration and reduce entrenched economic and social disparities. This will include:

- i. Support for early implementation of the Bexhill to Hastings Link Road and associated bus and cycle improvements

- ii. Working with agencies and stakeholders to deliver effective management of strategic transport corridors
- iii. Investment into providing transport choice; and
- iv. Working with agencies to upgrade the capacity and capability of the East Coastway and Hastings to London rail corridors

TR3 Access and New Development

New development should minimise the need to travel and support good access to employment, services and community facilities, as well as ensure adequate, safe access arrangements. Development will be permitted where mitigation against transport impacts which may arise from that development or cumulatively with other proposals is provided. This will be achieved through the submission of a transport assessment, transport statement or travel plan, and where it is appropriate through:

- i. Ensuring that new developments in their design and layout prioritise the needs of pedestrians, cyclists and minimise the distance to local public transport nodes
- ii. Working with the relevant agencies to seek funding for contributions for improvements to local infrastructure needed to facilitate highway capacity and safety and/or public transport accessibility and capacity, where this is necessary to serve the new development; and
- iii. Provision of electric vehicle charging infrastructure.

3 Roads Under Review

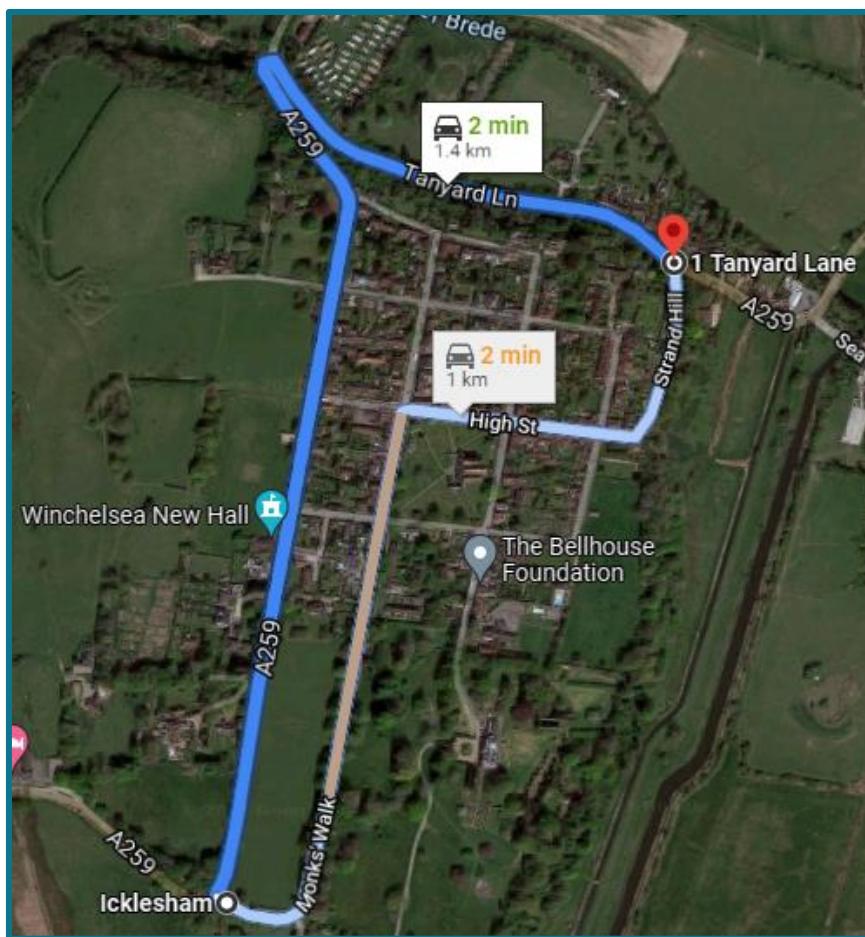
- 3.1 The roads under review in Winchelsea are shown in **Figure 3.1**. The main roads (shown in red) include: Monks' Walk, German Street, High Street and Strand Hill. Additional side roads under review (shown in yellow) include North Street, Mill Road and Back Lane.

Figure 3.1 – Roads Under Review



- 3.2 The Parish Council has various concerns with vehicles and traffic through the town, most notably:
- Rat-running through the town, especially during busy periods on the A259;
 - The speed of traffic through the town.
- 3.3 The distance for drivers travelling through the town is 1km. The distance for drivers travelling around the town on the A259 is 1.4km. The speed limits along these routes are virtually identical, with a 40mph speed limit up until the town development boundary along the A259 and Monks' Walk. Details of these routes can be seen below in **Figure 3.2**.

Figure 3.2 – Route Map



4 Local Highway Network

- 4.1 Monks' Walk and Strand Hill are accessed from the A259. Monks' Walk adjoins onto German Street and Strand Hill to High Street that run through the centre of Winchelsea.
- 4.2 Monks' Walk is subject to a 40mph speed limit until approximately 110m south of the Back Lane / German Street / Monks' Walk priority junction. German Street, Strand Hill and High Street are all subject to a 30mph speed limit.
- 4.3 Together with the A27 to the west of Polegate, the A259 forms the east to west Folkestone to Honiton trunk road. Forming a part of the Strategic Road Network, National Highways (formerly Highways England) is the highway authority for this part of the A259. East Sussex County Council is the highway authority for local roads within Winchelsea.
- 4.4 There is one existing bus route (100 wave) through the town, the operates along Monks' Walk, German Street and High Street (see **Figure 4.1**). There is one bus stop on the route through the town centre on German Street. This runs an hourly service between 6:15AM and 8:30PM using double-decker buses.

Figure 4.1 – 100 Wave Bus Route



Accident Data

- 4.5 Crash records along Monks' Walk, German Street, High Street and Strand Hill have been reviewed for the years 2016-2020 using www.crashmap.co.uk. CrashMap uses data collected by the police about road traffic incidents occurring on British roads where someone is injured. This is then compiled in to an easy to use format showcasing each incident on a map. This data is approved by the National Statistics Authority and reported on by the Department for Transport each year.

- 4.6 There have been 6 incidents over the last 5 years (2016-2020). These incidents are illustrated by the exclamation marks in **Figure 4.1**. The details of this accident can be seen in **Table 4.1**. The two serious incidents along Monks' Walk were reviewed, however, neither incidents were a result of speeding or anti-social driving.

Figure 4.1 – Recorded Accident Crash Map



Table 4.1 Accident Details

Date	Category	Location	No. Vehicles Involved	No. Casualties Involved
14/04/2016	Serious	Monks' Walk (corner)	1	2
07/08/2016	Serious	Monks' Walk	2	2
24/10/2016	Slight	German Street / High Street junction	2	1
04/08/2018	Slight	A259 / Monks' Walk junction	1	1
30/04/2019	Serious	A259 / Monks' Walk junction	1	1
02/02/2020	Slight	Back Lane / German Street / Monks' Walk priority junction.	2	1

5 Detailed Review of Local Roads

Monks' Walk

- 5.1 As previously detailed, Monks' Walk is fairly straight and is subject to a 40mph speed limit from the A259 junction until approximately 110m south of the Back Lane / German Street / Monks' Walk priority junction. As the Crashmaps records show, there have been two serious incidents along Monks' Walk within the last 5 years, one of which was on the sharp bend with the Wickham Rock Lane / Monks' Walk junction.

Strand Hill

- 5.2 Strand Hill is subject to a 30mph speed limit. Along Strand Hill is the historical landmark of Strand Gate that turns the road into a single track pinch point (approximately 3metres wide) with very limited forward visibility under Strand Gate (see **Figure 5.1**). Strand Hill is restricted to a 6'6" width and 7'0" height and has a narrow sharp bend just before Strand Gate with a marked waiting area (see **Figure 5.2**) for vehicles traveling northbound along Strand Hill to prevent collisions with vehicles travelling southbound round the narrow bend.

Figure 5.1 – Strand Gate Pinch Point

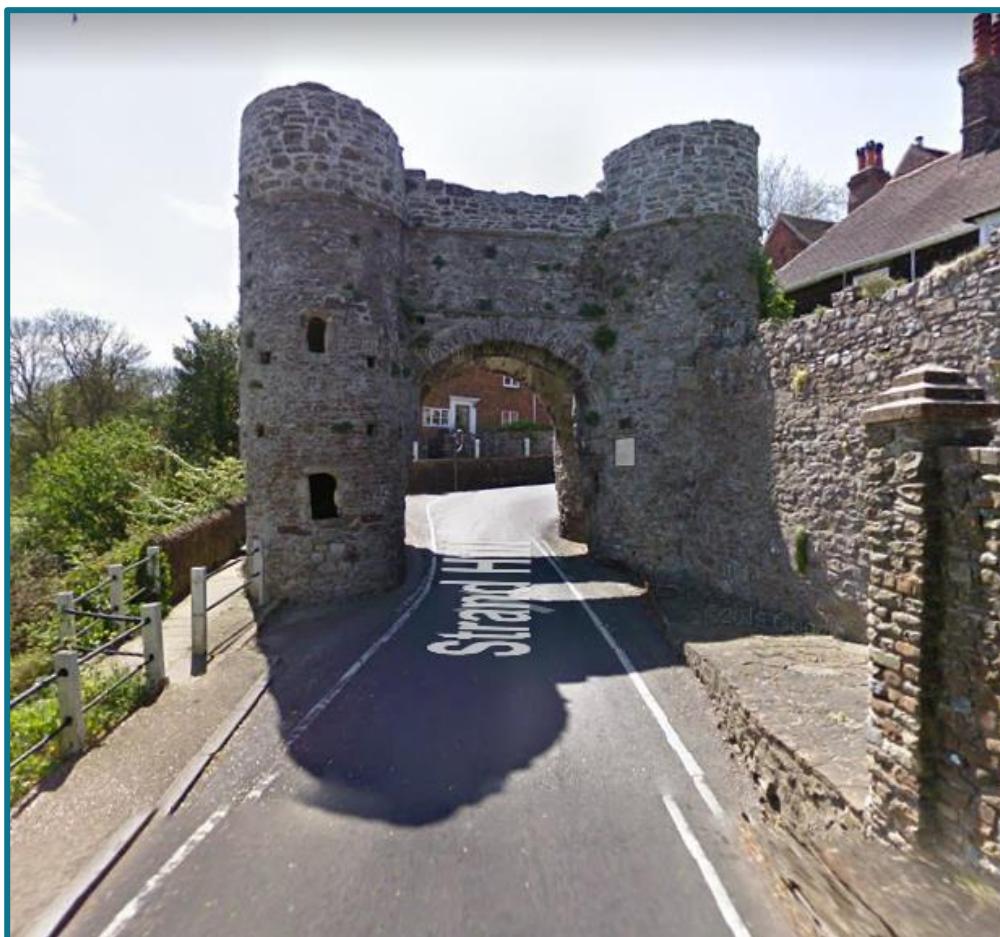


Figure 5.2 – Restriction Signs and Waiting Area



High Street

- 5.3 High Street is fairly straight and is subject to a 30mph speed limit. German Street, Strand Hill and the A259 all adjoin onto High Street that runs through the centre of Winchelsea. Two footways runs along either side of High Street and unrestricted parking is available either side of the road.

German Street

- 5.4 German Street is subject to a 30mph speed limit. Two footways runs along either side of High Street. Unrestricted parking is available either side of the road along German Street which narrows the road to approximately 4metres.

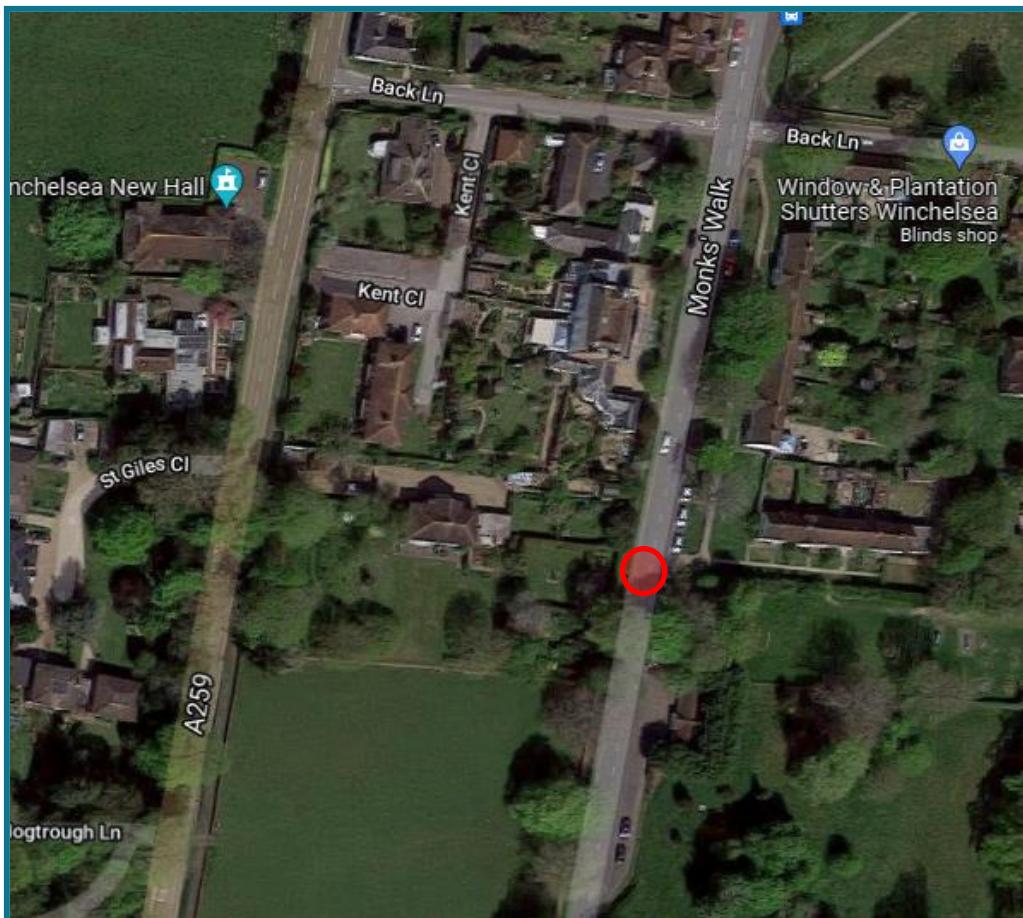
6 Review of Surveys

- 6.1 A speed survey and an origin and destination survey were carried out in 2017 and 2018 by East Sussex County Council. The conclusions from those surveys were:
- High Street – Speeds are generally compliant with the 30mph limit;
 - Monks Walk – Speeds are higher than the 40mph limit; and
 - There is evidence to show there is significant rat-running through the town.

ESCC Speed Survey

- 6.2 The speed survey was carried out by ESCC between the 27th of November and the 4th of December 2017, just north of the public toilets on Monks Walk (see **Figure 6.1** below).
- 6.3 This demonstrated 12hr (07:00am to 19:00pm) 85%ile speeds of 43mph for northbound and 46mph for southbound traffic.
- 6.4 The full dataset for the speed survey can be found in **Appendix A**.

Figure 6.1 – Speed Survey Location



ESCC Origin and Destination Survey

- 6.5 The origin and destination survey was carried out by ESCC on the 19th of July 2018 between 07:00am and 19:00pm. The full dataset for the origin and destination survey can be found in **Appendix B**. Note that the term 'resident' as used in the survey results is understood to include not only those who live in the town but also all visitors and other non-resident trips that stopped in the town.
- 6.6 Significantly, this survey demonstrated that 56.4% (839 vehicles) of the 1,487 vehicles that entered Winchelsea southbound at Strand Gate were non-residents short-cutting through the town to re-access the A259. The remaining 648 were 'resident' trips as defined above. Of the 810 vehicles travelling northbound at Strand Gate, 50.1% (406 vehicles) were non-residents short-cutting through the town to re-access the A259. The remaining 404 were 'resident' trips as defined above.
- 6.7 In both directions, about 94% of short cutting through traffic at Strand Gate entered or left the town at Monks' Walk.

Residents Traffic Survey

- 6.8 The Winchelsea Traffic Calming Group provided data and observations that it had collected during a Traffic Monitoring exercise conducted in Winchelsea over a two week period, between 27th September and Friday 8th October 2021. During that period, Strand Hill was temporarily closed for one week and was open as usual for the second week.
- 6.9 This survey represents a 'snapshot' in time and there are some caveats within the report about the 'normality' of traffic flows during that period. The full report can be viewed in **Appendix C**. Key findings were:
- Closure of Strand Hill had a significant impact on reducing unnecessary traffic volumes and anti- social driving in the identified 'hot spots';
 - The recorded traffic volume during closure over a 12 hour period was 998 vehicles with an average 13.5% believed to be displaying anti-social driving (these numbers would be lower if all motorists had been aware of closure);
 - For the same period the following week when re-opened, 1663 vehicles were recorded with an average 38.7% vehicles displaying anti-social driving;
 - During the exercise it became apparent there were a number of vehicles driving through the Town (Repeaters) who were believed to be displaying strong sign of anti-social driving;
 - Weather conditions including heavy rain have little impact on possible anti-social driving;
 - There were a number of occasions when some motorists approaching the bend (German Street/High Street) were clearly displaying anti-social driving either by driving too fast or in the middle of the road;

- It appears at least 80% of traffic flow (excluding school run) is due to 'drive thru' which in turn contributes to the majority of anti-social driving behaviour.

Traffic Flows

- 6.10 There are no independent measures of traffic flow available for this part of the A259 or for local roads within Winchelsea. For the A259, however, an approximation of 9500 AADT can be established from DfT count data for 2017-2020 at a site on the A259 in south Rye, taking into consideration that the DfT count site, because of its location, could be expected to show slightly higher flows than would be expected on the A259 nearer Winchelsea.
- 6.11 Using that, and the information from the ESCC origin and destination survey, the composition of traffic flows on the A259 between Winchelsea and Rye can be derived. Assuming that all traffic using Strand Hill would be to/from the Rye direction; that all traffic between Winchelsea and Rye direction uses Strand Hill to exit / access Winchelsea and no other entry/exit; and that AADT is approx. $1.2 \times 12\text{hr}$ weekday, traffic flows on the A259 north of Winchelsea can be shown to comprise:
- Total flow on A259 north of Winchelsea = 9500 AADT
 - Local traffic (i.e. with O or D in Winchelsea) = $(648+404) \times 1.2 = 1262$ AADT, or 13.3% of total traffic on A259 north of Winchelsea;
 - Through traffic (i.e. with no O or D in Winchelsea) on A259 north of Winchelsea therefore = $9500 - 1262 = 8238$ AADT, or 87% of total traffic on that part of the A259;
 - Through traffic that uses Strand Hill to rat-run = $(839+406) \times 1.2 = 1494$ AADT;
 - Proportion of through traffic on A259 north of Winchelsea that uses a route through Winchelsea instead of the A259 = $1494/8238 = 18.1\%$;
 - Proportion of total traffic on A259 north of Winchelsea that is through traffic and uses a route through Winchelsea instead of the A259 = $1494/9500 = 15.7\%$.
- 6.12 Summarising:
- only 13.3% of total traffic on the A259 north of Winchelsea has an origin or destination in Winchelsea. The other 86.7% is through traffic, i.e. does not stop in Winchelsea.
 - 15.7% of total traffic on that part of A259 is through traffic rat-running through Winchelsea, i.e. 1 in every 6-7 of all vehicles on A259 north of Winchelsea is through traffic that has rat-run through Winchelsea instead of remaining on the A259 around the town;
 - Of all through traffic on A259 north of Winchelsea, 18.1% (nearly 1 in every 5 vehicles) short cuts through the town.

7 Options Considered

7.1 To address rat running, speeding and anti-social driving through Winchelsea, four options have been considered. These options focus on traffic movements allowed at Strand Gate. The four options, their contributions to achieving the dual objectives of through traffic and speed reduction, and their other potential consequences are shown below in **Table 7.1**.

Table 7.1 – Traffic Calming Options

OPTION FOR STRAND GATE	OBJECTIVE		Other potential consequences
	Through traffic reduction	Speeding reduction	
Two-way as at present	Only achieved if any traffic calming introduced in the town is sufficient to effectively reduce speeds through the town, reducing the advantage of rat-running.	Would need heavy duty self-enforcing traffic calming on existing main route through the town and any other potential partial short cuts.	<p>Existing through traffic and speeding issues are not addressed unless effective, heavy duty, self-enforcing traffic calming within the town is implemented which influenced both the speed and volume of through traffic.</p> <p>Entry / exit to and from the town by local & visitor traffic in both Rye and Hastings directions would be unaffected.</p> <p>Possibly significant implementation costs if effective traffic calming introduced.</p>
One-way northbound only	Would remove the more significant southbound through traffic element by physically preventing it at Strand Gate.	Would still require extensive traffic calming in the town to manage speeding by remaining through traffic.	<p>Entry / exit to and from the town by local & visitor traffic in Hastings direction would be unaffected.</p> <p>Exit from the town by local & visitor traffic to Rye direction would be unaffected.</p> <p>Entry to the town by local & visitor traffic from Rye direction would be less convenient and could be less attractive for visitors via the remaining alternatives than by Strand Hill.</p> <p>Additional, displaced entry flows from Rye direction would have to be accommodated on the other existing town access roads and their junctions with</p>

			A259. Possible increased risk of vehicle / structure collision at Strand Gate by northbound rat-runners unless new 1-way flow regime is effectively speed managed east of Rookery Lane. Costs associated with implementation at and TROs for Strand Hill. Possibly significant implementation costs if effective traffic calming introduced.
One-way southbound only	Would remove the less significant northbound through traffic element by physically preventing it at Strand Gate.	Would still require extensive traffic calming to manage speeding by remaining through traffic.	Entry / exit to and from the town by local & visitor traffic in Hastings direction would be unaffected. Entry to the town by local & visitor traffic from Rye direction would be unaffected. Exit from the town by local & visitor traffic to Rye direction would be less convenient. Additional, displaced exit flows to Rye direction would have to be accommodated on the other existing access roads and their junctions with A259. Costs associated with implementation at and TROs for Strand Hill. Possibly significant implementation costs if effective traffic calming introduced.
Closed both ways	Would remove rat-running in both directions by physically preventing both movements at Strand Gate.	With the only traffic left in town being associated with the town (residents and visitors), no need for extensive traffic calming.	Entry / exit to and from the town by local & visitor traffic in Hastings direction would be unaffected. Entry / exit to and from the town by local & visitor traffic in

			<p>Rye direction would be less convenient. Entry could be less attractive for visitors from the Rye direction via the remaining alternatives than by Strand Hill.</p> <p>Additional, displaced entry and exit flows from and to Rye direction would have to be accommodated on the other existing access roads and their junctions with A259.</p> <p>Costs associated with implementation at and TROs for Strand Hill.</p> <p>Potential additional implementation costs of any traffic calming that may be required to manage speeds on Monks Walk to deter any residual 'race-track' use.</p>
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8 Traffic Calming Measures

- 8.1 Initial traffic calming measures have been developed to accompany Strand Gate options involving one-way operation. These are described below.

Monks' Walk

- 8.2 A new 20mph zone and gateway feature at the same location as the current 30mph zone (see **Appendix D**). A TRO will be implemented to achieve the speed limit reduction.
- 8.3 Road markings (to be agreed with ESCC) and horizontal deflection traffic calming (such as chicanes and road narrowing). Unlike vertical deflection, horizontal deflection would not affect existing bus routes through the town.

German Street

- 8.4 Horizontal measures such as buildouts will be implemented to protect the existing unrestricted car parking along German Street.
- 8.5 New road surfacing (e.g. anti-skid surfacing) at the German Street / High Street / Hiham Green junction (see **Appendix D**).

High Street

- 8.6 Horizontal measures such as buildouts will be implemented to protect the existing unrestricted car parking along High Street.
- 8.7 New road surfacing (e.g. anti-skid surfacing) at the German Street / High Street / Hiham Green junction (see **Appendix D**).

Strand Hill

- 8.8 It is proposed that a new northbound one-way system along Strand Hill with a one-way sign at the Strand Hill / High Street junction and a no entry sign at the A259 / Strand Hill Junction (see **Appendix D**). This would prevent southbound rat running that, as section 6 has demonstrated, has the greatest impact upon non-residential traffic through Winchelsea town. Alternatively, the entirety of Strand Hill could be stopped up to prevent any rat running through Winchelsea. This would also mean less / no traffic calming would be required throughout the town. However, a full closure of Strand Hill.
- 8.9 Alternatively, traffic signals could be introduced on Strand Hill, which could deter rat running by creating chance an artificial delay so that the driver would be held up at a red light for a set period of time to be agreed. The viability of this could be tested by implementing temporary

lights over the course of a week and to measure the results with traffic data recorders. A benefit of traffic signals on Strand Hill is that it does not restrict the movement of emergency services in the same way that a one way system would. However, daily management and enforcement would be required as there would be a tendency for drivers to ignore the red lights if they became used to little opposing traffic movements.

Other Roads

- 8.10 In addition to the new 20mph speed limits between Monks' Walk and Strand Hill, it is proposed that North Street, Mill Road and Back Lane have 20mph zones implemented so the entirety of Winchelsea town centre is subject to a 20mph speed limit (see **Appendix D**).

Other Considerations

- 8.11 Since the A259 is a trunk road under the highway authority of National Highways (NH), it is necessary to consult NH on any measures within the town that may increase flows on the A259 round the town, and / or at junctions between A259 and access roads into the town.

9 Conclusions

- 9.1 As section 6 has demonstrated, there is considerable speeding and rat running through the town of Winchelsea. To alleviate these issues and the anti-social driving associated with it, it is proposed that the following traffic calming measures are implemented:
- a new one-way system along Strand Hill would prevent rat running through Winchelsea town;
 - A 20mph zone, combined with road markings and horizontal deflection (such as chicanes and road narrowing) throughout the town would help alleviate speeding and anti-social driving;
 - A new gateway feature along Monks' Walk to define the town boundary and changing speed limits;
 - New road surfacing (e.g. anti-skid surfacing) at the German Street / High Street / Hiham Green junction.
- 9.2 Overall, it can be concluded that the proposed traffic calming measures would not have a negative impact upon traffic through Winchelsea town and to the contrary, would enhance the safety for drivers, pedestrians and cyclists and help preserve the character of the historic town.

Appendix A

Speed Survey

Number: 00005361
Summary(All Days) Report

From 27/10/2017 To 04/11/2017
Site Reference: 00005361
Northbound

Total Volume	85th %ile	Mean Ave.	Std. Dev.	Bin 1 <6MPH	Bin 2 6-<11	Bin 3 11-<16	Bin 4 16-<21	Bin 5 21-<26	Bin 6 26-<31	Bin 7 31-<36	Bin 8 36-<41	Bin 9 41-<46	Bin 10 46-<51	Bin 11 51-<56	Bin 12 56-<61	Bin 13 =>61
00:00	43	20	38	8	0	0	0	0	0	0	0	1	0	0	0	0
01:00	1	1	37	6	0	0	0	0	0	0	0	0	0	0	0	0
02:00	1	46	6	0	0	0	0	0	0	0	0	0	0	0	0	0
03:00	1	42	11	0	0	0	0	0	0	0	0	1	0	0	0	0
04:00	8	44	7	0	0	0	0	0	0	0	0	1	2	2	1	0
05:00	10	43	10	0	0	0	0	0	0	0	0	1	1	2	2	1
06:00	30	50	42	10	0	0	0	1	0	2	3	6	6	2	2	0
07:00	54	47	40	8	0	0	0	0	1	5	6	14	15	7	3	0
08:00	42	41	32	10	0	1	2	4	3	10	9	7	5	2	1	0
09:00	38	40	31	10	0	0	2	4	6	8	8	5	3	2	1	0
10:00	37	39	31	9	0	0	3	3	4	9	8	6	2	1	1	0
11:00	39	40	31	9	0	0	0	1	3	5	10	8	7	2	1	1
12:00	40	42	33	10	0	0	0	2	2	4	6	10	8	3	3	0
13:00	37	40	31	9	0	0	1	1	3	6	8	7	7	3	1	0
14:00	43	41	33	9	0	0	0	1	3	5	8	9	4	2	0	0
15:00	38	40	30	9	0	0	0	3	3	5	8	8	4	2	0	0
16:00	43	40	32	9	0	0	0	2	3	4	9	10	8	3	1	0
17:00	41	42	33	10	0	0	0	2	2	5	6	11	7	4	3	0
18:00	32	45	36	9	0	0	0	0	2	3	2	6	9	4	3	1
19:00	21	44	36	8	0	0	0	0	0	1	4	3	6	4	1	0
20:00	15	42	35	10	0	0	0	0	1	0	1	2	3	4	2	0
21:00	10	44	36	9	0	0	0	0	0	0	0	2	2	3	1	0
22:00	9	35	35	9	0	0	0	0	0	0	0	1	1	1	0	0
23:00	5	35	35	10	0	0	0	0	0	0	0	1	1	0	0	0
Total	483	43	33	10	0	4	19	31	53	91	101	90	54	28	9	2
12H(7-19)	483	43	33	10	0	4	19	31	53	91	101	90	54	28	9	2
16H(6-22)	559	44	34	10	0	4	21	33	55	102	113	109	68	36	13	4
18H(6-24)	573	44	34	10	0	4	21	33	56	104	116	112	70	37	13	4
24H(0-24)	596	44	34	10	0	4	22	34	56	105	119	118	74	42	15	6
AM Peak	07:00	02:00	03:00	11:00	08:00	10:00	09:00	09:00	11:00	08:00	07:00	07:00	07:00	06:00	07:00	07:00
07:00	54	46	11	0	1	3	4	6	6	10	9	14	15	7	3	2
PM Peak	16:00	18:00	19:00	23:00	23:00	13:00	15:00	13:00	16:00	17:00	18:00	18:00	12:00	19:00	23:00	0
16:00	43	45	36	10	0	1	3	3	6	9	11	9	4	3	1	0

Monk's Walk, Winchelsea, just N of public toilets

From 27/10/2017 To 04/11/2017

Site Reference: 00
South

Total Volume	85th %ile	Mean Ave.	Std. Dev.	Bin 1 <6MPH	Bin 2 6-<11	Bin 3 11-<16	Bin 4 16-<21	Bin 5 21-<26	Bin 6 26-<31	Bin 7 31-<36	Bin 8 36-<41	Bin 9 41-<46	Bin 10 46-<51	Bin 11 51-<56	Bin 12 56-<61	Bin 13 >61
00:00	5	42	8	0	0	0	0	0	0	0	1	1	1	1	0	0
01:00	2	43	6	0	0	0	0	0	0	0	0	0	0	0	0	0
02:00	2	43	6	0	0	0	0	0	0	0	0	0	0	0	0	0
03:00	2	41	6	0	0	0	0	0	0	0	0	0	0	0	0	0
04:00	4	43	8	0	0	0	0	0	0	0	0	0	0	0	0	0
05:00	9	44	8	0	0	0	0	0	0	0	0	0	0	0	0	0
06:00	25	44	9	0	0	0	0	0	0	1	0	1	2	1	2	1
07:00	68	50	42	9	0	0	0	1	1	2	3	5	14	20	13	6
08:00	78	46	37	9	0	0	0	1	3	7	9	15	16	16	8	4
09:00	67	45	36	9	0	0	0	1	2	4	8	14	18	10	6	2
10:00	68	44	35	9	0	0	0	1	3	4	10	15	18	10	4	1
11:00	75	44	35	9	0	0	0	1	5	4	11	17	18	13	4	1
12:00	83	45	36	9	0	0	0	2	4	5	10	19	21	13	5	3
13:00	85	45	37	9	0	0	0	1	4	4	9	20	22	14	7	3
14:00	85	47	38	10	0	0	0	1	3	4	9	15	22	16	8	4
15:00	97	44	36	9	0	0	0	2	3	6	15	23	24	16	5	2
16:00	120	46	38	8	0	0	0	1	2	6	10	28	27	26	11	6
17:00	110	48	39	9	0	0	0	1	2	4	10	20	28	23	14	6
18:00	70	48	40	8	0	0	0	0	1	2	4	12	20	17	8	4
19:00	37	49	40	9	0	0	0	0	1	2	2	6	10	7	5	1
20:00	29	48	40	9	0	0	0	0	1	1	2	5	8	6	3	3
21:00	18	50	41	10	0	0	0	0	0	0	0	3	4	3	3	2
22:00	18	50	42	9	0	0	0	0	0	0	1	2	3	5	2	0
23:00	9	50	39	9	0	0	0	0	0	0	1	3	2	1	1	0
Total	12H(7-19)	1006	46	37	9	0	1	13	32	53	107	205	249	193	92	41
AM Peak	08:00	05:00	08:00	11:00	10:00	10:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	07:00	07:00	07:00
PM Peak	16:00	16:00	21:00	22:00	21:00	23:00	14:00	15:00	12:00	16:00	15:00	16:00	17:00	17:00	17:00	17:00

between 2018-01-01 and 2018-01-31 (All Data) Harbour

East Sussex County Council

Local Events Included & Global Events Included

Monks Walk Midpoint - part of public toilets

Printed at: 15:35:17 on Fri 02 Nov 2018

Number: 00005361
Summary(All Days) Report

Monk's Walk, Winchelsea, just N of public toilets
From 27/10/2017 To 04/11/2017

Site Reference: 00005361
All Channels

Total Volume	85th %ile	Mean Ave.	Std. Dev.	Bin 1 <6MPH	Bin 2 6-<11	Bin 3 11-<16	Bin 4 16-<21	Bin 5 21-<26	Bin 6 26-<31	Bin 7 31-<36	Bin 8 36-<41	Bin 9 41-<46	Bin 10 46-<51	Bin 11 51-<56	Bin 12 56-<61	Bin 13 =>61	
00:00	8	40	8	0	0	0	0	0	0	0	0	2	2	1	1	0	
01:00	3	41	7	0	0	0	0	0	0	0	0	1	1	0	0	0	
02:00	2	44	6	0	0	0	0	0	0	0	0	0	0	0	0	0	
03:00	3	41	9	0	0	0	0	0	0	0	0	1	1	0	0	0	
04:00	11	50	43	7	0	0	0	0	0	0	0	1	3	2	2	1	
05:00	18	52	44	9	0	0	0	0	0	1	1	2	3	4	5	2	
06:00	56	52	43	9	0	0	1	1	1	3	6	10	13	11	7	3	
07:00	121	49	41	8	0	0	1	1	3	8	12	28	35	20	8	3	
08:00	120	45	35	10	0	1	2	6	10	18	24	24	20	10	4	1	
09:00	106	44	34	10	0	1	3	6	11	16	22	23	13	8	3	1	
10:00	105	43	34	9	0	1	4	6	8	19	23	24	12	5	2	0	
11:00	114	43	34	9	0	0	2	8	9	21	26	25	15	5	2	1	
12:00	124	44	35	9	0	0	3	7	9	16	29	29	16	8	4	1	
13:00	122	44	35	9	0	1	2	6	10	17	27	29	17	8	3	1	
14:00	128	45	36	10	0	1	2	6	10	18	24	30	19	10	4	2	
15:00	134	43	34	9	0	0	5	6	11	23	31	28	20	7	2	1	
16:00	162	45	36	9	0	0	4	5	10	19	38	35	30	12	6	1	
17:00	152	47	37	9	0	0	3	4	9	16	32	34	27	16	7	2	
18:00	101	47	39	8	0	0	1	2	5	6	19	29	22	11	5	2	
19:00	58	47	39	9	0	0	0	0	1	3	6	9	16	11	6	2	
20:00	44	47	38	9	0	0	0	1	1	1	4	9	12	8	4	3	
21:00	29	49	39	10	0	0	0	1	1	1	4	5	6	5	4	2	
22:00	26	48	39	10	0	0	0	0	0	1	3	4	6	6	3	2	
23:00	14	46	38	10	0	0	0	0	0	1	4	3	2	2	1	0	
Total	12H(7-19)	1489	45	36	9	0	5	32	64	106	198	306	339	247	120	50	16
	16H(6-22)	1675	46	36	9	0	5	35	68	112	215	335	383	283	145	63	23
	18H(6-24)	1715	46	36	9	0	6	36	68	113	219	343	392	291	149	66	24
	24H(0-24)	1761	46	37	10	0	6	36	68	114	221	349	402	300	159	71	25
AM Peak	07:00	121	44	10	0	1	4	8	11	21	26	28	35	20	8	3	1
PM Peak	16:00	162	49	39	10	0	1	5	7	11	23	38	35	30	16	7	1

Appendix B

Origin and Destination Survey

M5946 - Winchelsea Origin & Destination Survey								Key	Entering		Leaving	
Date: Thurs 19/07/2018	Duration: 0700-1900	Weather: Sunny						Q001	Entering Strands Hill	Z001	Leaving Strands Hill	
								Q002	Entering Monks Walk	Z002	Leaving Monks Walk	
								Q003	Entering High St	Z003	Leaving High St	
route	[%]	Total	CAR	LGV	RUP	HGV	MINI BUS	MOTORCYCLE	Resident	Means non-through traffic		
Q001		648	571	63	2	0	2	10				
Q001 Z002		791	669	106	1	0	2	13				
Q001 Z003		48	39	9	0	0	0	0				
Q -> Z	56.4	839	708	115	1	0	2	13				
Resident	43.6	648	571	63	2	0	2	10				
Total Q001	100	1487	1279	178	3	0	4	23				
Q002		262	221	34	3	0	0	4				
Q002 Z001		379	316	55	2	0	0	6				
Q002 Z003		7	7	0	0	0	0	0				
Q -> Z	59.6	386	323	55	2	0	0	6				
Resident	40.4	262	221	34	3	0	0	4				
Total Q002	100	648	544	89	5	0	0	10				
Q003		113	105	6	0	2	0	0				
Q003 Z001		27	22	4	0	0	0	1				
Q003 Z002		3	3	0	0	0	0	0				
Q -> Z	21	30	25	4	0	0	0	1				
Resident	79	113	105	6	0	2	0	0				
Total Q003	100	143	130	10	0	2	0	1				
route	[%]	Total	CAR	LGV	RUP	HGV	MINI BUS	MOTORCYCLE				
Q002 Z001		379	316	55	2	0	0	6				
Q003 Z001		27	22	4	0	0	0	1				
Z001		404	333	63	0	0	4	4				
Q -> Z	50.1	406	338	59	2	0	0	7				
Resident	49.9	404	333	63	0	0	4	4				
Total Z001	100	810	671	122	2	0	4	11				
Q001 Z002		791	669	106	1	0	2	13				
Q003 Z002		3	3	0	0	0	0	0				
Z002		442	338	89	3	0	1	11				
Q -> Z	64.2	794	672	106	1	0	2	13				
Resident	35.8	442	338	89	3	0	1	11				
Total Z002	100	1236	1010	195	4	0	3	24				

Appendix C

Winchelsea Traffic Calming Group – Traffic Monitoring Exercise

DATA COLLECTION EXERCISE- MEASURE OF TRAFFIC IN WINCHELSEA DURING & AFTER ROAD CLOSURE OF STRAND HILL

Document Purpose

This document has been prepared by Peter Cosstick (Winchelsea resident) for members of the Winchelsea Traffic Calming Group, Monitors involved in the exercise, and other interested parties. It provides an unbiased view of data and observations collected during a Traffic Monitoring exercise conducted in Winchelsea over a two week period, commencing 27th September 2021, and concluding Friday 8th October 2021. This document represents a ‘snapshot’ in time.

CONTENTS

Pages 2-3	Background, Data Monitoring Exercise
Page 4	Key Objectives, Method, Observation & Process
Pages 5-7	Data to be recorded, Objective v Subjective Observation and General Observations, Additional impacts
Page 8	Data collection volumes & possible anti-social driving during Strand Hill closure
Page 9	Data collection volumes & possible anti-social driving with Strand Hill open
Page 10	Data collection ‘Drive Thru’
Page 11	Impact on traffic during ‘school run’
Pages 12-13	Possible impact to trade
Page 14	Key Observations & Impacts
Page 15	Terminology

Background.

Winchelsea is an historical Town, with no more than 250 homes in and on the outskirts. The Town is subject to a conservation order.

A number of homes are not always occupied. There is an unknown percentage of 'second homes'/ holiday lets.

Motorists driving into the Town for genuine reasons include:

- Residents
- Teachers, staff, and parents driving to and from the Primary School located in Friary Road.
- Trade and service vehicles
- Public Transport
- Visitors/Tourists/Walkers
- Attending various functions including Church services, weddings and social events
- Eating/Drinking at the New Inn located in German Street
- Shopping at Winchelsea Farm Foods located in the High Street

There are public toilets, located in Monks Walk. These have been closed for 2 years. It is unclear if these will reopen. Probably in the past, some motorists drove through the Town just to use this facility.

A Community 'Speedwatch' scheme had been set up. This has been inactive for over three years, and is now dormant with no associated equipment, or trained members of the community.

It is believed that some motorists use Winchelsea as a 'drive thru' using Strand Hill to avoid using a section of the A259, resulting in unnecessary high volumes of traffic and anti-social driving through the Town, mainly using speed to enable them to 'beat' other road users using the A259.

Examples of anti-social driving include:

- Speeding by individuals
- Careless/aggressive driving

In the past there have been occasions of 'near misses' relating not only to vehicles but also pedestrians.

Anti-social driving appears to be increasing in the town. Between August & October 2021 there have been at least 3 known recorded incidents resulting in damage to property & parked cars through careless driving, speeding, and other illegal driving activities, together with a ‘near miss’, involving a Winchelsea resident and a motorist displaying anti-social driving.

Over the past few years, Strand Hill has been closed, for various reasons such as roadworks, repairs, & the failure to remove a crashed car (for a few days) that lost control due to black ice.

Using Strand Hill, also results in motorists having to drive through an ancient monument (Strand Gate) which is over 700 years old.

It is understood there is no recent data available that measured the impact of previous closures. It is highly likely traffic volumes and anti-social driving were greatly reduced during the periods of closure.

Key areas, (**hot spots**) are High Street, Hiham Gardens, German Street/ Monks Walk. It is believed these locations attract high volumes of non-essential traffic, and anti-social driving, mainly due to motorists wishing to avoid a section of the A259 for various reasons.

The ‘bend’ at German Street, High Street, Hiham Green and Hiham Gardens are also considered a potential hazard due to anti-social driving.

It is believed that between the hours of 06.30 & 18.30 traffic volumes increase together with anti- social driving, on a daily basis. There are likely ‘time slots’ when there is a high increase in volumes/anti-social driving, and other ‘slots’ when volumes and anti- social driving is less apparent.

Data Monitoring Exercise

To enable the repair of railings at Strand Hill, this road link was closed for 5 days on Monday 27th September & re-opened on 1st October 2021. Notices were displayed on Saturday 19th September, giving motorists using Strand Hill advanced warning of closure.

This planned event presented an ideal opportunity to collect traffic data during the closure and make a ‘like for like’ comparison once Strand Hill had been re-opened.

During the closure, it was likely that traffic flow in Hiham Gardens, Back Lane, and German Street/Monks Walk would increase due to residents, visitors, school users, and trade wishing to gain access to the Town, but unlikely to attract speeding traffic.

It is highly likely that traffic volumes would increase on the A259 due to closure, but associated impacts were not recorded/observed during this exercise.

Key Objectives

- Observe, measure and record traffic volumes and possible anti-social driving at designated areas during the closure of Strand Hill.
- Observe, measure, and record traffic volumes and possible anti-social driving at designated areas with Strand Hill open.
- Observe, measure and record volumes of traffic considered to be classed as '**drive thru**' (outside of school run times) .
- Record weather conditions during the monitoring exercise.
- Record traffic volumes during 'school run' times through Hiham Gardens and make comparisons.
- Record other key observations throughout the exercise
- Where possible, determine the impact of 'trade' in respect of the New Inn, Shop, and Museum.
- Compare and evaluate all data and produce comparisons.
- Summarise key observations

Method, Observation & Process

16 volunteers (all Winchelsea residents) agreed to become involved in this exercise and act as monitors.

It should be noted that 10 of the volunteers did not reside directly in the '**Hot Spots**'

Monitors worked in teams of 2, on a one hour, shift basis although there were a few occasions when only one monitor was required.

Throughout the exercise, monitors worked varied shifts, and with different people.

Monitors were asked to be passive, unobtrusive & locate on a safe pavement area.

Each monitor was fully briefed. No 'high-vis' clothing was worn as monitors were not at risk, and this was a' low key' exercise. It was also considered that some motorists may change their driving behaviour when seeing an individual dressed in hi-vis clothing.

No speed cameras were used. No vehicle registration numbers were recorded.

To enable effective monitoring, volunteers were positioned on the corner of Hiham Gardens/Hiham Green or German Street (opposite the New Inn). In extreme weather some monitoring took place from the bus shelter in German Street. All of these locations provided ideal observation points, allowing the '**hot spots**' to be easily monitored.

All data recorded 'mirrored' the days and times during closure & the week after.

Additional data was recorded in respect of other areas of impact which are detailed in this report.

Data to be recorded

- Volume of traffic using '**hot spots**' by way of simple electronic tally counters.
- One volunteer would record volume and the other possible anti -social driving.
- Traffic seen entering and exiting the Town without stopping (**drive thru**).
- Other key observations.
- Each team completed a simple tally sheet which was passed to the co-ordinator of the exercise for collation and final analysis

Objective v Subjective observation

Recording traffic volume, and other flow data is regarded as '**objective**'.

Recording of anti-social driving, especially speeding is regarded as '**subjective**'. Monitors were requested to record only obvious cases of vehicles exceeding the speed limit/driving without care.

General Observations

East Sussex contractors enabled the closure to take effect from 08.00 on Monday 27th September.

At the bottom of Strand Hill 2 large signs indicating 'road closed', and bollards were used to block road access. There was also a diversion sign directing motorists to continue up the A259.

At the top of Strand Hill there was one large sign indicating 'road closed', and bollards were used to block road access. In addition, there was a further sign on the corner of Castle Street and High Street indicating 'road ahead closed', together with 2 signs on the corner of Hiham Green and High Street indicating a diversion, which appeared confusing.

There were no signs positioned on the outskirts of the Town, especially for traffic driving from the Hastings direction and entering the Town via Monks Walk.

On day 1, there were numerous vehicles driving in from Monks Walk, German Street, down the High Street, some breaking hard and having to turn around due to closure, then returning back up the High Street, and eventually exiting the Town onto the A259 via Hiham Gardens, or driving back the way they came.

Such cases were not 'double counted'. It appeared many of these motorists were driving in an anti- social manner with some speeding back up the High street.

This Trend appeared to continue throughout the week, until Thursday 30th September, when numbers reduced, probably due to greater awareness of the closure.

East Sussex Traffic Survey

It was noted that on Wednesday 29th September from 08.00, there were 2 private vehicles parked outside the New Inn in German Street, observing and recording traffic volumes. Both vehicles were unmarked, apart from an A4 notice in the rear windscreens stating they were carrying out a traffic survey.

It was established that the two operatives, had been asked by East Sussex to monitor vehicles entering and exiting Hiham Green. They did not know why and were unaware that Strand Hill was closed.

They had been requested to record data between 08.00 and 19.00 hours. They questioned if they were in 'right location' as it was apparent traffic flows in and out of Hiham Green were negligible. They checked their location instructions which confirmed Hiham Green was the only area to be monitored.

The recording was conducted whilst sitting in their vehicles.

The operatives contacted their office, explained the above, but were simply told 'not to worry, continue as planned'.

Towards the end of the day, both operatives commented how surprised they were in respect of the high volume of traffic and anti-social driving.

They witnessed many vehicles driving at speed from German Street, towards Strand Hill, only having to turn back (due to closure) and drive back up the High Street at speed, then exit via Hiham Gardens onto the A259. In addition, they commented on the bend in German Street leading to High Street, and the occasional 'near misses'

It is unclear as to the purpose and value of this East Sussex monitoring exercise.

Building Works

It was noted that during the exercise, a number of trade vehicles had parked in German Street. This was due to extensive building work taking place in a property in German Street. This work had been in progress for many weeks.

Vehicles were parked on both sides of the road, with some vans parking on part pavement/part road opposite the New Inn between the Pub and Bus Shelter.

Three of the tradesmen who have worked in Winchelsea many times over the years, commented how busy the road could be, with so many motorists driving at excessive speed.

They also commented on a few 'near misses' they had seen on the bend at German Street/High Street. This was a probable cause for some of their trade vehicles being parked partially on the pavement, to prevent damage should an accident occur.

Weather Conditions

During the two weeks of monitoring, weather conditions were similar. Apart from a couple of short heavy downpours there was no other adverse weather conditions.

School Closure

St Thomas primary school was closed for one day on Monday 4th October for an inset/training day. This did impact traffic volumes for this one day during week 2, as there were no 'school runs', greatly reducing volumes on associated times.

Fuel Shortage

During the two weeks a national fuel shortage was in place, with many fuel stations closed during week 1. It is possible that this had some impact in reducing traffic volumes and visitors during closure. By 5th October fuel in the area appeared to be far more available, returning to some normality.

WEEK 1: TRAFFIC DATA DURING STRAND HILL CLOSURE

ATE	TIMES	VOLUME	ANTI SOCIAL	WEATHER	NOTES
MON 27/9	07.45 – 08.15	40	15	WET & WINDY	CLOSURE PUT IN PLACE 08.00 *
	08.15 – 08.45	78	7	WET & WINDY	SCHOOL RUN FROM 08.25
	08.45 – 09.15	39	8	WET & WINDY	SCHOOL RUN ENDS 08.55
	09.15 – 09.45	32	5	WET & WINDY	
	14.30 – 15.00	55	8	DRY & SUNNY	SCHOOL RUN FROM 14.55
	15.00 – 15.30	70	8	DRY & SUNNY	SCHOOL RUN ENDS 15.25
	15.30 – 16.00	30	8	DRY & SUNNY	
	16.00 – 16.30	39	7	DRY & SUNNY	
	16.30 – 17.00	39	2	DRY & SUNNY	
	17.00 – 17.30	32	1	DRY & SUNNY	
TOTAL	5 HOURS	454	69 (15.2%)		
WED 29/9	07.45 -8.15	20	3	DRY & SUNNY	
	08.15 – 08.45	88	9	DRY & SUNNY	SCHOOL RUN FROM 08.25
	08.45- 09.15	53	8	DRY & SUNNY	SCHOOL RUN ENDS 08.55
	09.15 – 09.45	19	4	DRY & SUNNY	
	14.30 – 15.00	35	6	DRY & SUNNY	SCHOOL RUN FROM 14.55
	15.00 – 15.30	65	5	DRY & SUNNY	SCHOOL RUN ENDS 15.25
	15.30 -16.00	26	3	DRY & SUNNY	
	16.00 – 16.30	17	3	DRY & SUNNY	
	16.30 – 17.00	16	3	DRY & SUNNY	
	17.00 -17.30	16	1	DRY & SUNNY	
	17.30 – 18.30	39	6	DRY & CLEAR	ONE MONITOR
TOTAL	6 HOURS	394	51 (12.9%)		
FRI 01/10	07.45 – 08.15	16	2	DRY & WINDY	
	08.15 -08.45	80	4	DRY & WINDY	SCHOOL RUN FROM 08.25
	08.45 -09.15	28	1	DRY & WINDY	SCHOOL RUN ENDS 08.55
	09.15 – 09.45	26	6	HEAVY RAIN	
TOTAL	2 HOURS	150	13 (8.6%)		REOPENED AT 14.00
GRAND TOTAL	13 HOURS	998**	133** (13.3%)		

* This time slot of recording includes 15 minutes of data where vehicles were still entering and exiting Strand Hill as the closure was not put in place until 08.00

** It is highly probable. figures would have reduced significantly had all motorists been fully aware of the closure. On Monday there were many vehicles heading down to Strand Hill only finding it closed and having to turn around. It is noticeable that volumes and possible anti-social driving starting to decrease on Wednesday, with a further decrease on Friday morning.

WEEK 2: TRAFFIC DATA STRAND HILL REOPENED

DATE	TIMES	VOLUME	ANTI SOCIAL	WEATHER	NOTES
MON 04/10	07.45 – 08.15	51	24	HEAVY RAIN, DARK	SCHOOL CLOSED ALL DAY 'INSET DAY'
	08.15 – 08.45	48	20	RAIN, POOR	
	08.45 – 09.15	51	17	WET BUT CLEAR	
	09.15 – 09.45	54	27	DRY & SUNNY	
	14.30 – 15.00	79	33	DRY & SUNNY	
	15.00 – 15.30	45	23	SUNNY & WET	
	15.30 – 16.00	53	35	WET	
	16.00 – 16.30	62	46	DRY/SHOWERS	
	16.30 – 17.00	71	16	SHOWERS	
	17.00 – 17.30	75	27	SHOWERS	
TOTAL	5 HOURS	589	268(45.5%)		
WED 06/10	07.45 -8.15	54	31	DRY & SUNNY	
	08.15 – 08.45	95	22	DRY & SUNNY	SCHOOL RUN FROM 08.25
	08.45- 09.15	59	19	DRY & SUNNY	SCHOOL RUN ENDS 08.55
	09.15 – 09.45	54	23	DRY & SUNNY	
	14.30 – 15.00	83	33	DRY & SUNNY	SCHOOL RUN FROM 14.55
	15.00 – 15.30	56	20	DRY & SUNNY	SCHOOL RUN ENDS 15.25
	15.30 -16.00	71	23	DRY & SUNNY	
	16.00 – 16.30	70	14	DRY & SUNNY	
	16.30 – 17.00	71	14	DRY & SUNNY	
	17.00 -17.30	86	20	DRY & SUNNY	
	17.30 -18.30	137	31	DRY & CLEAR	ONE MONITOR
TOTAL	6 HOURS	836	250(29.9%)		
FRI 08/10	07.45 – 08.15	58	40	DAMP & DULL	
	08.15 -08.45	78	38	LIGHT RAIN/DULL	SCHOOL RUN FROM 08.25
	08.45 -09.15	55	22	DAMP & DULL	SCHOOL RUN ENDS 08.55
	09.15 – 09.45	47	27	DAMP & DULL	
TOTAL	2 HOURS	238	127(53.3%)		
GRAND TOTAL	13 HOURS	1663*	645 (38.7%)		

* Due to the school being closed on Monday these volumes are likely to have increased during school run times for that day.

Recorded traffic volumes considered ‘drive thru’ outside school run times

Strand Hill Closed Week 1

DATE	TIMES	VOLUME	DRIVE THRU	WEATHER	NOTES
WED 29/9	12.00 - 1300	33	22	DRY & SUNNY	
THURSDAY 30/9	12.30-13.30	23	14	DULL & DRY	
FRIDAY 1/10	12.00 -13.00	14	6	DAMP & DULL	ROAD CLOSURE LIFTED AT 14.00
TOTAL	3 HOURS	70**	42 (60%) *		

*All 42 vehicles were noted as driving in from Monks Walk, German Street, High Street and then having to turn around due to road closure and drive back up High Street and exit the Town via Hiham Gardens or back down German Street

** This volume would reduce to 28 vehicles if 42 motorists had realised the road was closed

Strand Hill Open Week 2

DATE	TIMES	VOLUME	DRIVE THRU	WEATHER	NOTES
MONDAY 4/10	17.45 -18.35	107	105	VERY WET	SCHOOL CLOSED
WEDNESDAY 6/10	12.30-13.30	64	51	DRY & SUNNY	
FRIDAY 8/10	12.00 -13.00	49	34	DRY & CLEAR	
TOTAL	3 HOURS	220	190 (86.3%)		

IMPACT ON TRAFFIC FLOW DURING & AFTER STRAND HILL CLOSURE 'SCHOOL RUN' TIMES

TRAFFIC ENTERING HIHAM GARDENS FROM A259 DURING 'SCHOOL RUN'

WEEK 1 STRAND HILL CLOSED

DATE	TIMES	VOLUME	WEATHER	NOTES
TUES 28/9	14.50-15.20	41	DRY & SUNNY	
THUR 30/9	08.25-08.55	45	DRY & CLEAR	
THUR 30/9	14.50-15.20	44	DRY & CLEAR	
FRI 01/10	08.25-08.55	55	CLOUDY & WINDY	HEAVY RAIN AT 09.05
TOTAL	2.0 HOURS	185		CLOSURE LIFTED @ 14.00

TRAFFIC ENTERING HIHAM GARDENS FROM A259 DURING 'SCHOOL RUN'

WEEK 2 STRAND HILL OPEN

DATE	TIMES	VOLUME	WEATHER	NOTES
TUES 05/10	14.50-15.20	12	DRY & CLEAR	
THUR 07/10	08.25-08.55	13	DRY & DULL	
THUR 07/10	14.50-15.20	14	DRY & DULL	
FRI 08/10	08.25-08.55	22	LIGHT RAIN/DULL	
TOTAL	2.5 HOURS	61		

OBSERVATIONS 'SCHOOL RUN'

- Majority of vehicles involved in take/pick up children to school will enter/exit the Town via Strand Hill, Hiham Gardens, Back Lane, & Monks Walk
- Probable that vehicles involved in the 'run' coming from/ going to Winchelsea Beach/Rye area will enter the Town using Strand Hill or Hiham Gardens
- For those vehicles coming in/going to Icklesham and beyond will enter the Town using Monks Walk or Back Lane
- It was noted the key times of the 'school run' are between 08.25 – 08.55 & 14.55 – 15.25
- During the road closure the average number of vehicles entering Hiham Gardens from the A259 was 46 (No study was taken in respect of exit)
- Once the road was reopened the average number of vehicles entering Hiham Gardens from the A259 was 15 (No study was taken in respect of exit)
- It is unlikely the closure had an impact at Back Lane & Monks walk
- It appeared some vehicles entering the Town were breaking hard at the crossroads of Hiham Gardens, Hiham Green, German and High Street.
- During closure Traffic entering Hiham Gardens significantly increased during School run times.

Possible impact to trade

Winchelsea Museum

Due to museum only being open 4 days a week (Thursday – Sunday) with limited opening times data has not been included as part of this data gathering exercise.

Reliable measurement could not be based on 'like for like' basis as in week 2 the Museum was closed on the Thursday due to staffing issues.

Winchelsea Farm Foods - Shop

The shop was open every day throughout the exercise. Measurement was based on 4 days (Monday – Thursday) during Strand Hill closure and for the same period after closure.

The shop is open 7 days a week Monday & Sunday 08.00 -14.00, Tuesday – Saturday 08.00-16.00. The shop appears to be well supported by Winchelsea residents, used by visitors/tourists, some parents during/after school run, as well as service/trade.

The shop offers a variety of items including newspapers, fresh bread and pastries, milk, vegetables etc, together with 'take away' tea and coffee, hot sausage rolls.

For week 1 (closure) the shop reported takings down by 12% compared to week 2.

Week 1 experienced the 'peak' of the fuel crisis and may have deterred people from visiting Winchelsea resulting in some loss of trade. During week 2, fuel was becoming more readily available.

The period of measurement represents a small 'snapshot' in time, trade figures can change dramatically day to day due to weather, and customer purchases on a particular day.

New Inn Winchelsea

The New Inn was open every day throughout the exercise. Measurement was based on 4 days (Monday – Thursday) during Strand Hill closure and for the same period after closure.

The New Inn opens for trade at 12.00 and closes 22.00 on these days. Food service times on these days are 12.00 – 15.00 and 17.00 – 21.00.

There is a large ‘A’ board on the A259 at the junction of Hiham Gardens advertising the Inn. This board is clearly visible to motorists using the A259 (both directions)

Comparisons on the impact of trade have been made on drinks and food sold during closure and reopening of Strand Hill.

Towards middle of September trade naturally starts to reduce due the reduction in visitor numbers, adverse weather is also a key impact factor on trade.

The New Inn reported that takings were down by an average of 28% during the week of closure, compared to week 2 when Strand Hill was re-opened.

During the 4 days of closure (Monday – Thursday) measured for the New Inn income was at variable loss ranging from 19% on one day, to 38% on another.

The New Inn recognise that week 1 experienced the ‘peak’ of the fuel crisis and may have deterred people from visiting Winchelsea resulting in loss of trade. During week 2 fuel was becoming more readily available.

It also accepted that the period of measurement represented a small ‘snapshot’ in time, trade figures can change dramatically day to day due to weather, and customer volumes on a particular day.

The New Inn also reported that some guests staying overnight at the Inn had commented on traffic volumes and possible speeding traffic.

The New Inn agree that the volumes of traffic entering the Town and associated anti-social driving is an issue.

KEY OBSERVATIONS

Traffic volume & anti-social driving

- Closure of Strand Hill had a significant impact on reducing unnecessary traffic volumes and anti- social driving in the identified '**hot spots**'.
- The recorded traffic volume during closure over a 12 hour period was 998 vehicles with an average 13.5% believed to be displaying anti-social driving (these numbers would be lower if all motorists had been aware of closure)
- For the same period the following week when re-opened, 1663 vehicles were recorded with an average 38.7% vehicles displaying anti-social driving
- During the exercise it became apparent there were a number of vehicles driving through the Town (**Repeaters**) who were believed to be displaying strong sign of anti-social driving.
- Weather conditions including heavy rain have little impact on possible anti-social driving
- There were a number of occasions when some motorists approaching the bend (German Street/High Street) were clearly displaying anti-social driving either by driving too fast or in the middle of the road.
- It appears at least 80% of traffic flow (excluding school run) is due to '**drive thru**' which in turn contributes to the majority of anti-social driving behaviour.

Additional Impacts

- During '**school run**', the road closure significantly increased traffic flow through Hiham Gardens but there was little evidence of anti-social driving. Although unmeasured, there may have been an additional impact on the Back Lane entrance/exit from A259.
- It is possible that the fuel shortage deterred some motorists from visiting the Town on week 1 impacting on trade for the New Inn & Shop
- It is difficult to forecast a fair reflection on 'trade impact' for the Shop, New Inn, and Museum. If Strand Hill been closed for a longer period additional data would be known. If Winchelsea was perceived to be 'traffic calm' this could attract more genuine visitors and increase trade
- There were no cases of monitors being engaged by motorists.

TERMINOLOGY USED

Anti-Social Driving- Includes

- Speeding by individuals
- Careless/Aggressive driving

Hot Spots

- Areas considered directly impacted by high volumes of traffic & anti-social driving

Drive Thru

- Vehicles entering and exiting the Town, without stopping

School Run

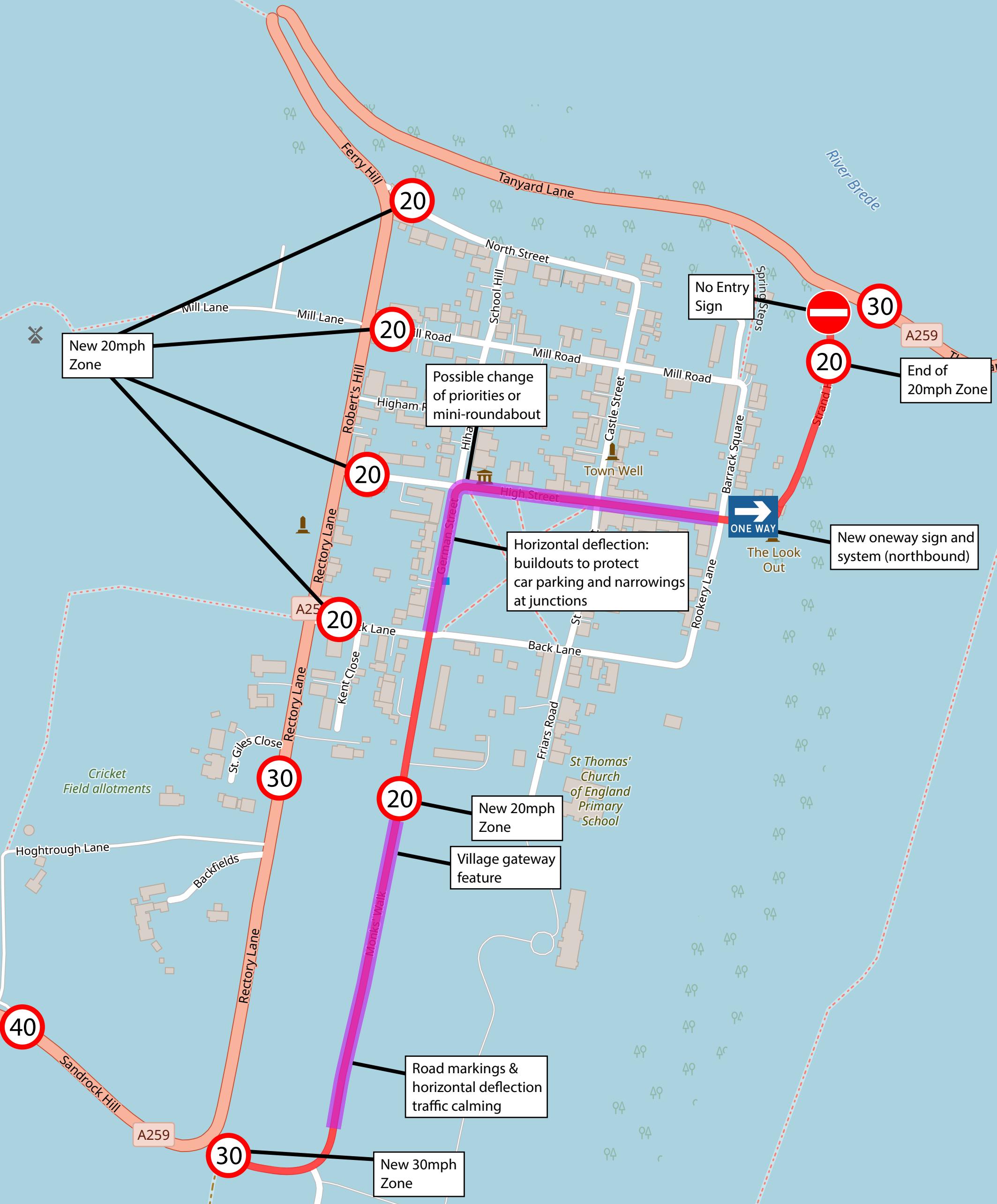
- Vehicles coming into the Town to drop off/pick up children from school

Repeaters

- Same vehicle observed on more than one occasion displaying ant-social driving

Appendix D

Location Map of Traffic Calming





Civil Engineering - Transport Planning - Flood Risk

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