

**TRAFFIC SURVEY  
REQUEST PROCESS AND  
INFORMATION**  
November 2020

Instructions for ordering Traffic Surveys from Wiltshire Council

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## Appendix 1

### Overview of Traffic Surveys

Previously known as 'Metro Counts', the traffic surveys we undertake use equipment placed on carriageways which comprises two rubber tubes stretched across the carriageway and a data box which is secured to street furniture. Data is collected for 24 hours per day over a 7-day period on the speed, volume and classification of vehicles. The equipment may be on site for up to two weeks and surveys are only conducted during school term times.

Wiltshire Council receives a large number of traffic survey requests over the year from town and parish councils and from internal teams within the Council to assist with transport related projects.

*Please note, we do not accept the request forms directly from individual members of the public. If you are a member of the public who would like to request a traffic survey, this should be made via your local town or parish council who will submit an application form to Wiltshire Council on your behalf.*

Traffic survey requests will be sent to our contractor in batches of 30. Once the surveys have been completed, Wiltshire Council will process the survey data before it is distributed to the relevant town or parish council.

The following information has been provided in order to guide you through the process of completing a Traffic Survey Request. Please read this carefully and provide as much detail as possible. Once the traffic survey has been commissioned, it cannot be cancelled, relocated or repeated.

If you have any queries, please contact [trafficsurveys@wiltshire.gov.uk](mailto:trafficsurveys@wiltshire.gov.uk).

## Appendix 2

### Area Board/Community Engagement Managers (CEM) & Traffic Engineer Information

Area Board	CEM	WC Highway Engineer
Amesbury	Jacqui Abbott	Kate Davey
Bradford on Avon	Ros Griffiths	Kirsty Rose
Calne	Jane Vaughan	Mark Stansby
Chippenham	Ollie Phipps	Martin Rose
Corsham	Ros Griffiths	Kate Davey
Devizes	Andrew Jack	Gareth Rogers
Malmesbury	Ollie Phipps	Martin Rose
Marlborough	Andrew Jack	Steve Hind
Melksham	Peter Dunford	Mark Stansby
Pewsey	Richard Rogers	Mark Stansby
Royal Wootton Bassett & Cricklade	Jane Vaughan	Steve Hind
Salisbury	Marc Read	Paul Shaddock
Southern Wiltshire	Karen Linaker	Julie Watts
South West Wiltshire	Karen Linaker	Julie Watts
Tidworth	Richard Rogers	Gareth Rogers
Trowbridge	Liam Cripps	Kirsty Rose
Warminster	Graeme Morrison	Martin Rose
Westbury	Graeme Morrison	Kirsty Rose

## Appendix 3

### Site Selection Criteria for Traffic Surveys

The following points must be followed when selecting a survey site. If the criteria are not met, the data quality will be poor, and results may not provide any evidence of the issues you have raised.

- For Community Speed Watch and community concern sites, traffic surveys will only be approved in 20mph, 30mph and 40mph limits. **Any locations with a posted speed limit of 50mph or 60mph will need approval from a Wiltshire Council Highways Engineer** before a survey is commissioned.
- **Sites must be at least 100 metres from a change of speed limit.**
- **Select sites where most traffic is travelling at a constant speed across the tubes.** Wherever possible please avoid the following locations;
  - roads where vehicles are accelerating or decelerating due to sharp bends and steep inclines
  - do not choose locations near traffic signals, junctions or near pedestrian crossings
  - roads with on-street parking
  - and sites where vehicles may need to stop over the tubes.
- **Ensure that traffic will cross at right angles to the tubes as far as possible.** Avoid sites where vehicles may turn across the tubes or where vehicles may change lanes.
- **Ensure there is a suitable securing point for the roadside unit.** This could be road signs, street furniture, trees or street lights. **Please note – equipment cannot be attached to telegraph poles.** The data box is secured with a padlock and chain - any posts must be tall enough so that the chain cannot be lifted over the top. Use of posts on private property will require permission from the landowner.
- **Consideration for the safety of the deployment officers is paramount.** Any location deemed too high risk for deployment will not be completed – notification of this will come from our contractors via Wiltshire Council and the relevant Town/Parish Council will be notified.
- **Please include as much information for the location as possible,** including house numbers, official road name and/or number and maps or map web-links using (<https://www.google.co.uk/maps>). In addition, please include a [www.what3words.com](http://www.what3words.com) link for the location, as this helps us and our external contractors to identify specific locations, particularly in rural areas. Please see Appendix 3 for further instructions.
- **Please avoid using local nicknames for locations.**

- **Locations are not eligible for repeat survey within a 12-month period**, unless there are exceptional circumstances and approval from the Highways Officer.

**PLEASE NOTE – There may be instances where the site you have selected cannot be surveyed and an alternative is deployed. Reasons for this could be as follows;**

- **the site is not suitable for the equipment to be secured and the contractor will relocate the equipment in a more suitable place as close to the requested site as possible**
- **a Wiltshire Council Highways Officer considers that an alternative location is required in order to achieve the most accurate results based on the issues outlined. However, any alterations will be notified by email to the appropriate Town/Parish Council for final approval.**

A Wiltshire Council Highways Officer will try to answer any questions regarding the above points but are unable to visit sites in person. Please contact [trafficsurveys@wiltshire.gov.uk](mailto:trafficsurveys@wiltshire.gov.uk) .

## Appendix 4

### Survey Results

From October 2020, all traffic surveys will be commissioned by a company called Tracsis who are Traffic and Survey specialists. The survey data will be supplied to the corresponding Town/Parish Council and will provide details as before. However, the presentation of the data will change and will include the following information (please see Figure 1);

- **Speed Data**

The traffic survey will record 85<sup>th</sup> percentile speed for each vehicle and this will be used to determine if the site enters the thresholds for intervention and detailed as follows;

Speed Limit (MPH)	No further action (85 <sup>th</sup> ile)	Considered for Community Speed Watch (85 <sup>th</sup> ile)	Police Enforcement (85 <sup>th</sup> ile)
20mph	20 mph to 24 mph	24.1 mph to 38.9 mph	Over 39 mph
30mph	30 mph to 35 mph	35.1 mph to 41.9 mph	Over 42 mph
40mph	40 mph to 46 mph	46.1 mph to 49.9 mph	Over 50 mph

The 85<sup>th</sup> percentile is the speed at or below which 85% of the traffic is travelling. This is the standard method of assessing traffic speed in the UK. **Community Speed Watch teams cannot operate in areas with a speed limit over 40mph.**

In addition to the recorded 85<sup>th</sup> percentile, speed results are also provided to illustrate;

- Directional speed data
- Weekly average speed data
- Percentage of vehicles travelling over PSL (Posted Speed Limit).

- **Traffic Volumes**

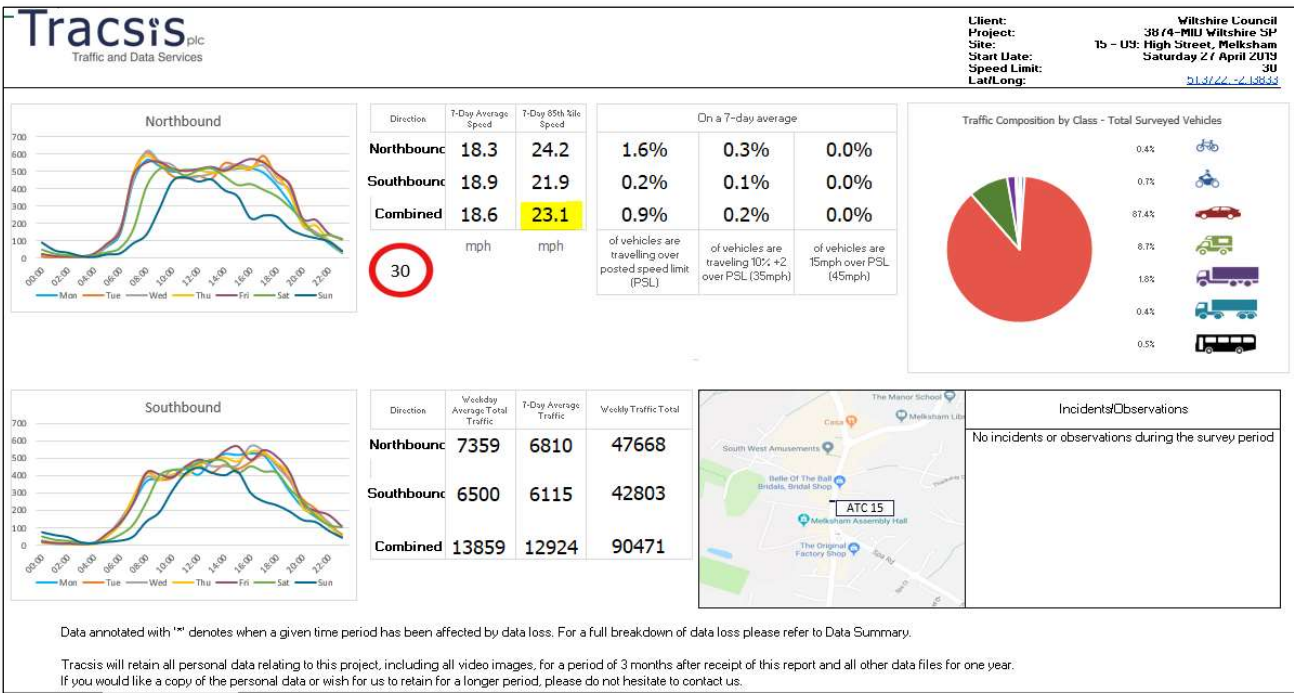
Traffic volumes are recorded hourly and split into northbound/southbound, eastbound or westbound directions. These results are also categorised as follows;

- Combined vehicle volume
- Weekday average volume
- Weekly average volume
- Weekly total volume

- Vehicle Classification**

The classification of each vehicle is recorded during the traffic survey by measuring the distance between front and rear axles as they travel over the two tubes. Again, this information is provided as a summary over the survey period and split into vehicle classifications.

Figure 1 – example survey report

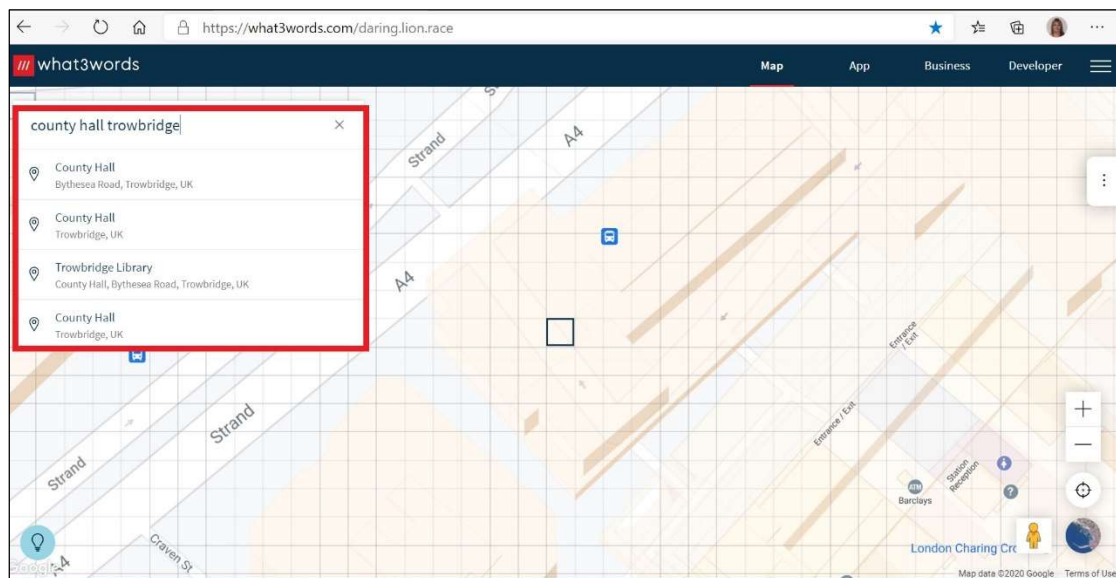
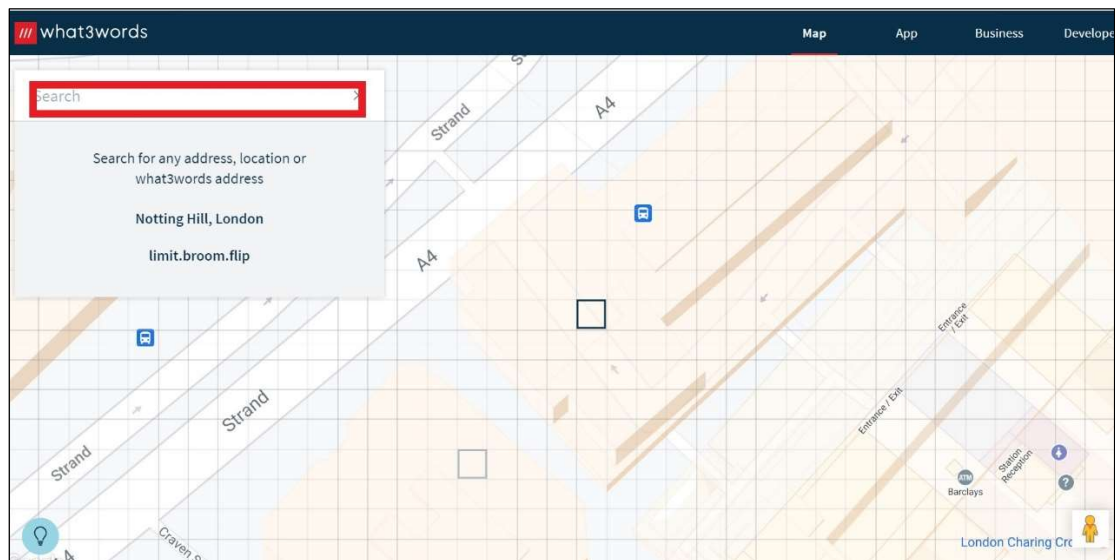




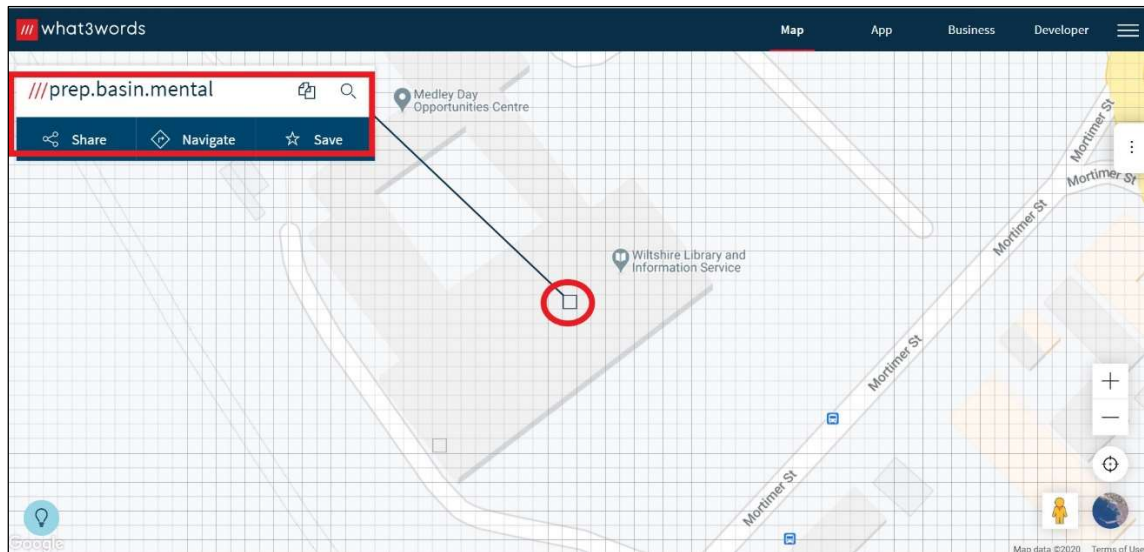
## Appendix 5

### 'What 3 Words' Instructions

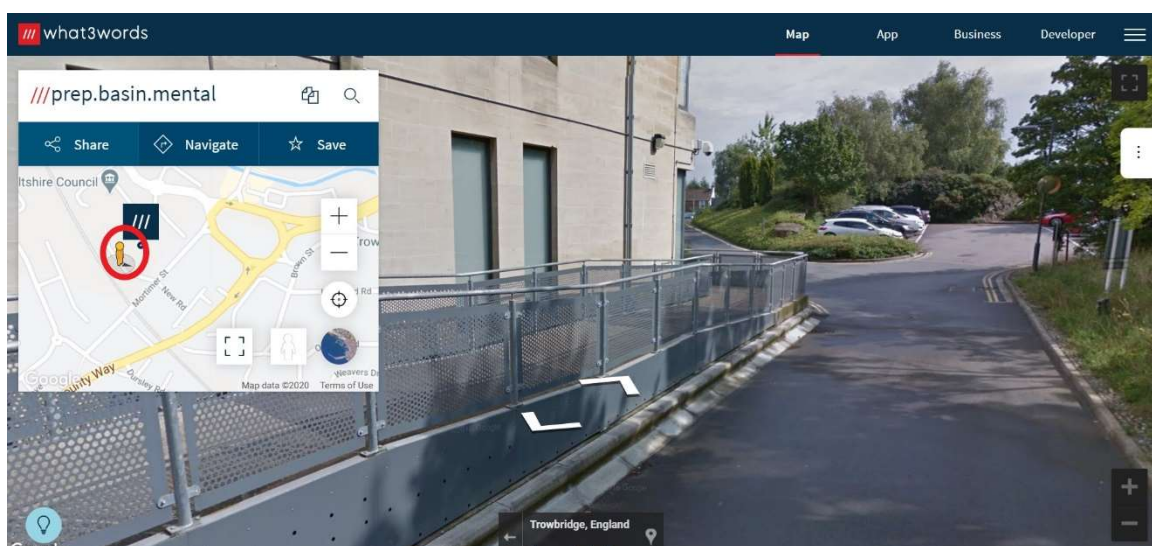
- Navigate to [www.what3words.com](http://www.what3words.com)
- In the search bar at the top left of the screen, type in the address or postcode you are looking for e.g. County Hall, Trowbridge.



- Make your selection from the list and you will automatically be taken to the location on the map as shown in the next image.



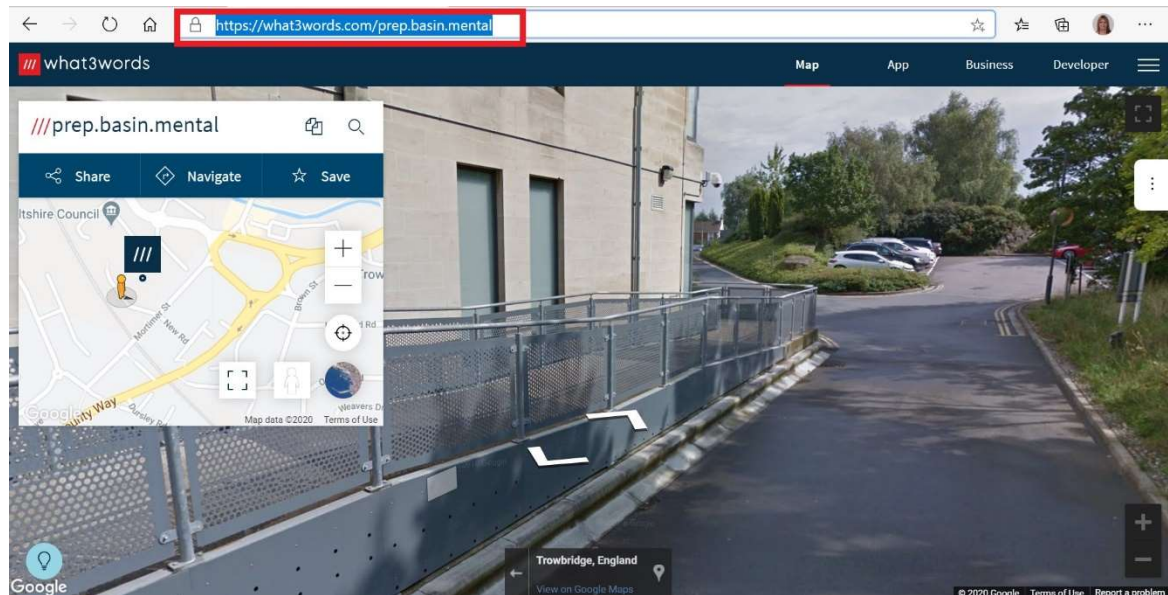
- Once you have been navigated to your chosen address, you will see three completely random words in the search box which is where you will find your 'What3Words' location reference. **However**, the location that you are taken to may not necessarily be the precise location you are looking for (e.g. Mortimer Street, Trowbridge). Using the 'hand' tool, you can navigate around the screen to find your chosen location. Again, using the 'hand' tool, click onto a box within the grid - each time you do this you will notice the 3 words in the search box change.
- Once you have found your chosen location, please select the 'yellow man' at the bottom right of the screen (also shown in Google Maps). Click and drag him onto the map in the vicinity of your location as shown below.



- You can now navigate to your chosen location by selecting the relevant box on the map shown on the top left of your screen, and the 'yellow man' will move to that box. An image

of the location will also be shown via Google Maps which will enable you to specify an exact location (e.g. street light number 35 outside entrance to County Hall).

- Once you are happy with your location, please make a note of the What3Words reference (e.g. ///prep.basin.mental) on your traffic survey request form **OR** simply highlight then copy the URL on your web browser as shown in the next image and paste the URL link onto the request form.



- If you have any issues with using [www.what3words.com](https://www.what3words.com) please contact [trafficsurveys@wiltshire.gov.uk](mailto:trafficsurveys@wiltshire.gov.uk).

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Sustainable Transport  
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