**BRINKLOW PARISH COUNCIL – TRAFFIC REPORT**

**Introduction**

As part of their response to Rugby Borough Council’s proposal to build 415 new homes in Brinklow on two sites over the next 20 years, Brinklow Parish Council requested that traffic surveys be conducted to assess the number of vehicles being driven to or through the village of Brinklow.

The main road running through the village of Brinklow is the old Roman Road, the Fosse Way. It enters the village at the end of the Bretford Straight at Rugby Road, and turns right, up Broad Street, and on through the village along the Lutterworth Road. This is one of England’s historic roads, and has been a well-known direct route, for hundreds of years, and now takes modern traffic

**Methodology**

Over a period of nine days in late April and early May 2025, volunteers collated movement of traffic into Brinklow from three directions, from Rugby along Rugby Road, from Coventry, on the Coventry Road, and from Lutterworth, on Broad Street. Surveys were conducted on each of the nine days at peak times, between 07.00 and 10.00 and between 15.30 and 18.30, and results were broken down into six time periods of 30 minutes each day. Over 58,000 traffic movements were counted in over 323 sessions.

Analysis of the data concludes that Rugby Road is the busiest location, with on average around **500 vehicles per hour**, the equivalent of more than *8 per minute*.

Vehicles travelling from Rugby via Bretford tend to arrive in waves, due to the traffic lights at the Bretford bridge. At peak times they regularly back up along the Bretford Straight, and may have to wait several minutes as they approach the bend in the road, near the turning to Easenhall.

**Average movements per day – Rugby Road - AM**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Time | Mon | Tues | Wed | Thurs | Fri | Time Ave |
| 7.00-7.30 | 164 | 160 | 160 | 129 | 126 | 146 |
| 7.30-8.00 | 240 | 230 | 247 | 203 | 194 | 221 |
| 8.00-8.30 | 233 | 248 | 209 | 188 | 151 | 209 |
| 8.30-9.00 | 215 | 226 | 223 | 192 | 248 | 221 |
| 9.00-9.30 | 156 | 175 | 170 | 167 | 238 | 184 |
| 9.30-10.00 | 127 | 142 | 191 | 135 | 183 | 159 |
| Day - Ave | **189** | **197** | **200** | **169** | **193** | **190** |

**Average movements per day – Rugby Road - PM**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Time | Mon | Tues | Wed | Thurs | Fri | Time Ave |
| PM | **298** | **351** | **333** | **277** | **294** | **294** |
| 15.30-16.00 | 267 | 322 | 316 | 253 | 298 | 294 |
| 16.00-16.30 | 331 | 386 | 410 | 327 | 347 | 363 |
| 16.30-17.00 | 328 | 373 | 273 | 348 | 294 | 323 |
| 17.00-17.30 | 283 | 399 | 391 | 299 | 291 | 338 |
| 17.30-18.00 | 341 | 381 | 376 | 259 | 274 | 324 |
| 18.00-18.30 | 237 | 244 | 235 | 180 | 264 | 231 |
| Day - Ave | **298** | **351** | **333** | **277** | **294** | **294** |

Entering the village along the Rugby Road, the hold-up is at the junction of Rugby Road, Coventry Road and Broad Street, where vehicles may turn right, up Broad Street, or may continue straight ahead towards Coventry.

Further analysis indicates that the maximum vehicle movements were all on Rugby Road. All peak movements were mid-week evening rush hour, with an average of between 800 and 900 vehicles per hour.

**Peak Movement Days in 30-minute Periods**

**Day Date Location Time Total Movements**

Wednesday 30 Apr Rugby Rd 17.00-17.30 497

Tuesday 6 May Rugby Rd 16.00-16.30 428

Tuesday 6 May Rugby Rd 17.30-18.00 427

Tuesday 6 May Rugby Rd 17.00-17.30 425

Wednesday 7 May Rugby Rd 16.00-16.30 411

Wednesday 30 Apr Rugby Rd 16.00-16.30 409

Thursday 8 May Rugby Rd 16.30-17.00 404

Thursday 8 May Rugby Rd 17.00-17.30 404

Tuesday 29 Apr Rugby Rd 16.30-17.00 379

Wednesday 30 Apr Rugby Rd 17.30-18.00 376

Back-up also occurs on Broad Street, often in both directions, as drivers navigate the reduced width of the road near the junction, and take into account cars parked on either side of the road.

Visibility is already a concern, as drivers have to be very careful as they exit Broad Street, heading towards Rugby or Coventry; similarly, care has to be taken as vehicles enter Broad Street, heading towards Lutterworth. In addition, if large vehicles, lorries, agricultural vehicles, etc are turning into or out of Broad Street, it often creates traffic build up.

Please note, there are four working farms in the village, together with significant HGV traffic from the Quarry.

**Observations relating to the proposed sites in Brinklow**

Access to and from the proposed sites is on to the B4455 (Rugby Road) between the turning to Easenhall and Broad Street. The 2025 traffic survey shows this is the busiest section of the road into Brinklow. More traffic enters Brinklow on this stretch of road than from any other direction.

RBC planning officer, whilst visiting site 89, Home Farm, noted that ‘a high volume of vehicular traffic was observed on Coventry Road \*\* to the immediate south of the site ….. being early afternoon on a weekday’.

(\*\* This actually refers to Rugby Road)

(RBC Landscape Sensitivity Assessments March 2025)

It is noted that the Strategic Transport Assessment is not yet available. The Transport Network Analysis, by SLR dated 19 February 2025, which provides initial assessment of transport network implications if the proposed sites are developed, state that:

6.7 table C Brinklow scores 70, ranking 7 (of 8) on public transport accessibility.

12 table D PTAL Brinklow falls in rank 3. This appears due to the hourly bus service. It should be noted that the service from Rugby on weekday afternoons is insufficient for all school children and other passengers are unable to board.

6.16 table F Brinklow ranks 8, the lowest ranking. It is impossible for Brinklow residents to reach Rugby or Coventry rail stations by direct bus.

There are no changes to the bus service in Brinklow in the BSIP.

None of the Brinklow sites are in the most accessible sites listed suggesting alternative sites would be a more suitable option.

In Rural Site Speed Analysis for congestion, the proposed Brinklow sites all score in group 3. This is the most congested area of any of the sites.

The overall accessibility ranking of each site is also noted. The Brinklow sites are ranked between 71 and 91 showing there are 70 sites with better access to the transport network. Additionally, it is noted that site 5 (West Farm) is ranked 72, site 89 (Home Farm) is ranked 82. There must be an error as these sites are adjacent and ranking should reflect this.

**Additional information**

Between 6th and 13th March 2018 Leicestershire County Council conducted a traffic survey on behalf of Warwickshire County Council. They itemised the following key findings:

1. Traffic volumes peak during rush hour periods, confirming Brinklow’s location on key commuter routes between Rugby, Coventry and surrounding areas, such as Magna Park.
2. Traffic regularly exceeds 30 mph on all primary roads, especially during peak rush hour periods.
3. Pressure on the junction of Broad Street with Coventry Road and Rugby Road is intense throughout the day, but especially so during peak rush hours. Typically, there is at least one vehicle movement through the junction every six seconds on average, rising to one every three seconds during peak rush hours.

**Conclusions**

* The peak traffic location in Brinklow is Rugby Road, which takes up to 900 movements per hour at peak times.
* Both of the proposed developments will egress at this location
* The current road network will struggle to cope at peak times
* Brinklow is an increasingly business thoroughfare
* Traffic movements do not take into account additional volume from the major Ansty Frasers development

15 May 2025