

Traffic surveys undertaken by the council have confirmed a high volume of through traffic in this area, as detailed below:

- A total of 3300 vehicles use New Road on a normal weekday. 82% (around 2700 vehicles) of which is through traffic, meaning drivers not stopping along New Road. 41% of these journeys (around 1350 vehicles) have an origin from outside the immediate area.
- On New Road during the am peak (8am-9am) and pm peak (5pm-7pm) hours the total is approximately 300 vehicles an hour.
- Traffic flows are reasonably consistent outside of peak daytime flows at around 150 to 180 vehicles.
- There is an increase (11%) in traffic volumes during school pick-up (3pm-5pm)
- 57% of vehicles on New Road travel in the southbound direction. The difference in the direction of travel is most noticeable between 3pm and 8pm when southbound flow can be as much as double as northbound flow.
- From the most recent speed data on New Road, average speeds northbound and southbound are 22.4mph and 20.7mph respectively.