

Date: 13th April 2026

Briefing note

Subject: Traffic Impact Assessments

1. Why are we commissioning Automatic Traffic Counter speed and volume surveys?

The primary goal is to establish a baseline understanding of current road capacity and conditions. This data is essential for:

- **Evidence-based Planning:** Ensuring our feasibility work is grounded in accurate, real-world data.
- **Stakeholder Engagement:** Providing accurate information for formal discussions with local authorities and stakeholders.
- **Impact Assessment:** Mapping how the current and ongoing landscaping and development work on the Hollycombe Estate and specifically at Hatch Farm will interact with the local road infrastructure and identifying where the estate can proactively assist with local highway issues.

2. What is being done?

We are commissioning Automatic Traffic Counter speed and volume surveys at three strategic locations:

- **Hatch Farm:** The estate entrance within the Wheatsheaf Enclosure.
- **Milland Lane:** To the west of the site where there is currently a farm track.
- **Portsmouth Road Junction:** To map cumulative impacts and interactions of the shared access.

3. How will it be conducted and what will the impact be on residents?

The surveys will utilise ATC technology (pneumatic tubes across the carriageway). This allows for 24/7 data collection over a full week, capturing:

- Vehicle speeds (85th percentile).
- Traffic volume and classification.
- Flow patterns throughout the day.
- There will be minimal, if any, impact on residents.

4. When will it happen?

Deployment is targeted for around the 17th April (post easter holidays). To ensure we capture a representative data sample, the equipment is expected to be live the following week running for a continuous 7-day period.

Any questions?

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