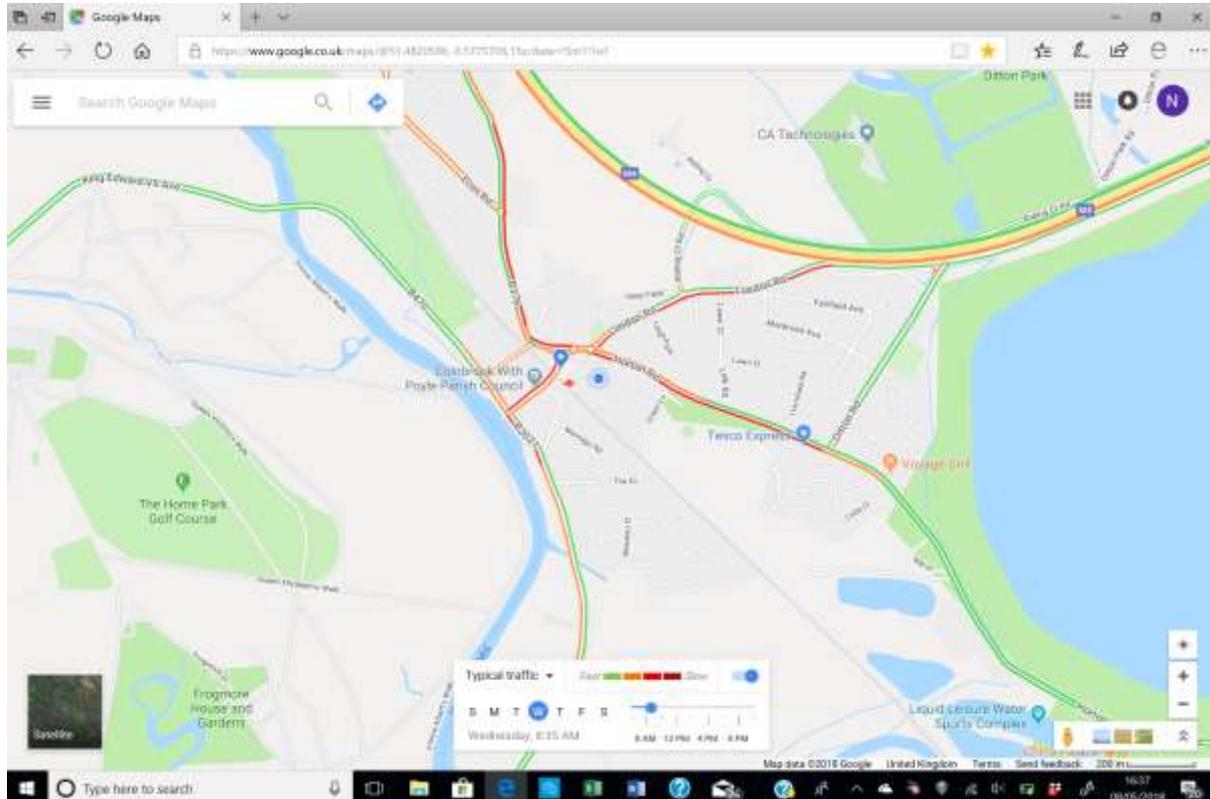


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Datchet is heavily congested particularly during the weekday rush hours. This assessment was based on Google's independent data on the typical level of congestion.

The map below shows typical congestion during the Wednesday morning rush hour.



Through carrying out surveys of actual traffic during the morning rush hour we established that Google's "Red" measure equates to congestion having a significant negative impact on the living environment. As such, it can be seen that all Datchet residents are negatively impacted as they live on or near a heavily congested road.

The RBWM Local Plan (Submission Version) cites traffic congestion as an issue across the Borough. We wanted to see how congestion in Datchet compared to RBWM in general to see if we are justified in saying that congestion is an issue in Datchet. The level of congestion in Datchet was compared to Windsor, its nearest town in RBWM. We found that Datchet is six times more congested than Windsor so congestion is clearly a critical issue for Datchet residents.

The level of "Red" congestion was also established for each of the Character Assessment areas.

[We cannot validate these findings by comparing to RBWM data as they do not capture traffic congestion information for Datchet. RBWM collect two data types which focus on traffic flows through the village as part of the wider road network. Neither of these capture whether or not any of the roads are congested. The two data types are:

1. traffic numbers by time on major roads within Datchet; and
2. comparison of theoretical junction capacity to actual traffic for one junction on The Green.]

The level of “Red” congestion in Windsor and Datchet was compared to establish whether Datchet congestion was significantly worse or better than the nearest large town within RBWM. This comparison was made in detail for Google typical traffic at 8.30am on a Wednesday. In order to establish this as a valid comparison we:

1. Looked at maps of congestion on all five days of the week to make sure the Wednesday comparison was not an outlier.
2. Looked at maps of congestion during the afternoon rush hour to make sure that the morning comparison was similar to the evening comparison.
3. Reviewed the types of road in both Datchet and Windsor where congestion was found to ensure that they were largely single carriageway commuter routes and therefore likely to be similarly colour graded by Google.

The amount of congestion in Windsor and Datchet can be compared in two ways:

1. The absolute amount of congestion measured in kilometres of red congested roads; and
2. To measure the impact traffic congestion on the quality of the living environment, a measure of congestion adjusted for the relative sizes of Windsor and Datchet. Population was used as a proxy of the size. This gave a measure of metres of red congested roads per person.

	Red Congested Roads (km)	Population*	Red Congested Roads per Person (m/person)
Datchet	2.5	4,913	0.51
Windsor	2.1	25,471	0.08

*RBWM website from 2011 Census.

The RBWM Local Plan (Submission Version) cites traffic congestion as an issue across the Borough. Datchet residents have six times more congestion as Windsor residents so congestion is clearly a critical issue for Datchet residents.

Data and Findings

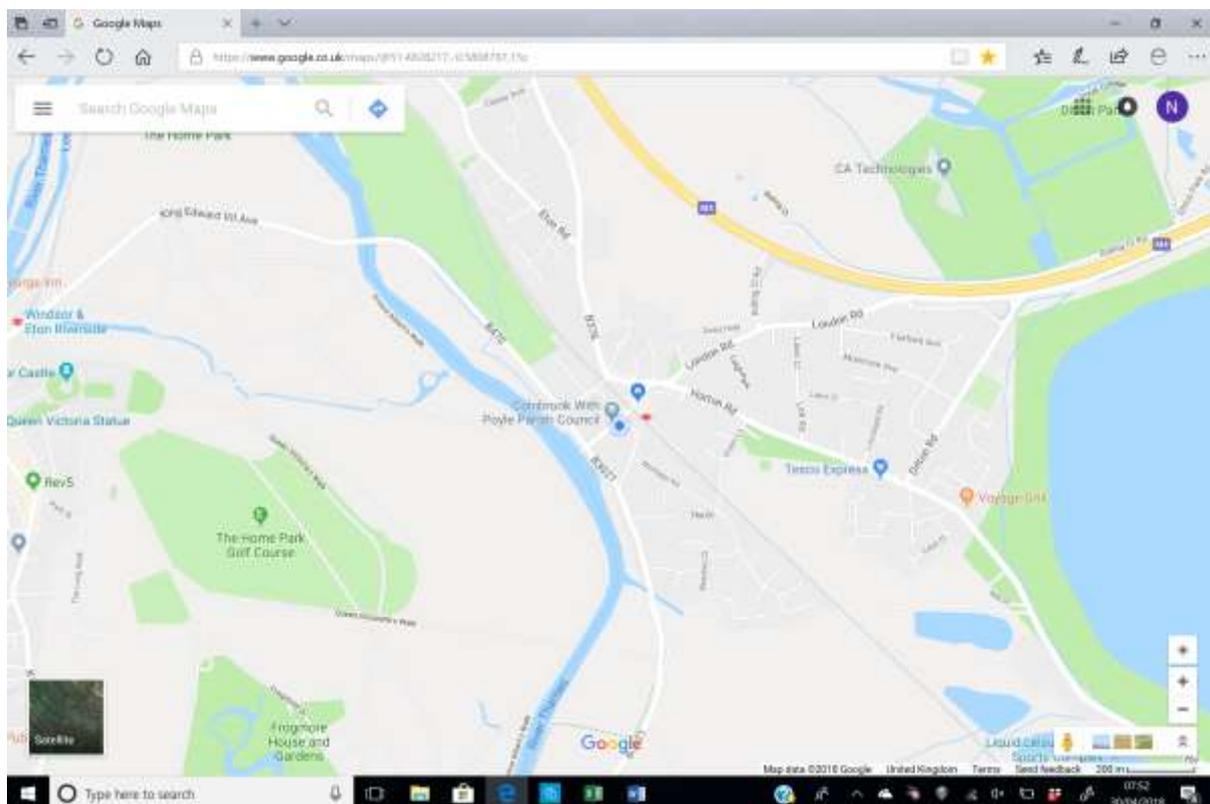
In order to get some feel for what Google’s “Red” congestion looks like in the village we monitored traffic movement for the morning rush hour (8am to 09.05am) during the morning rush hour in the village. This was done for Monday to Thursday, the days Google shows typical “Red” congestion, for for one week.

Traffic Congestion	Percentage of Rush Hour				
	Monday	Tuesday	Wednesday	Thursday	Average
Stationary	15.0%	24%	19%	19%	20%
Walking Pace	1.2%	45%	33%	33%	31%
Slow Moving	5.4%	18%	10%	10%	13%
Free Flowing	78.4%	13%	38%	38%	36%

The survey shows unpleasant levels of congestion with traffic stationary or slow moving for at least half the rush hour on all of the four days tested. As such, we can equate Google “Red” congestion to real world congestion having a significant negative impact on the living environment in Datchet

Testing Location

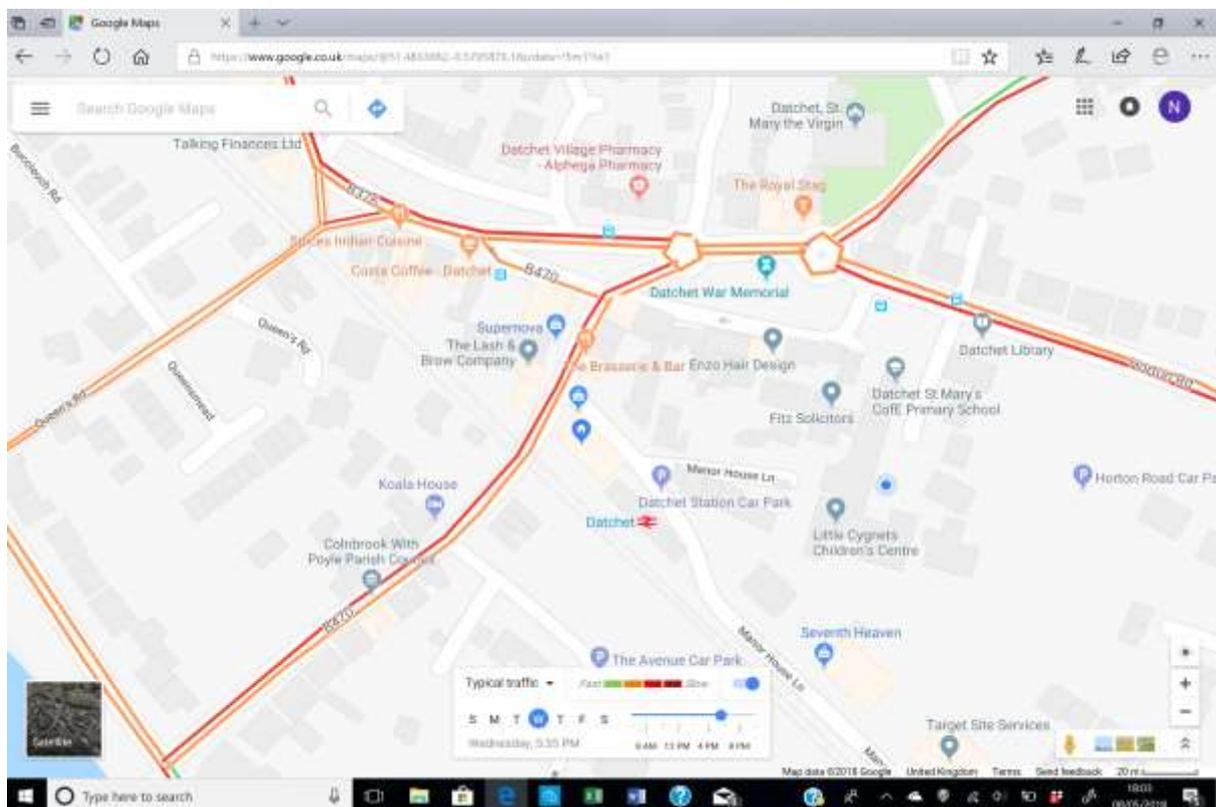
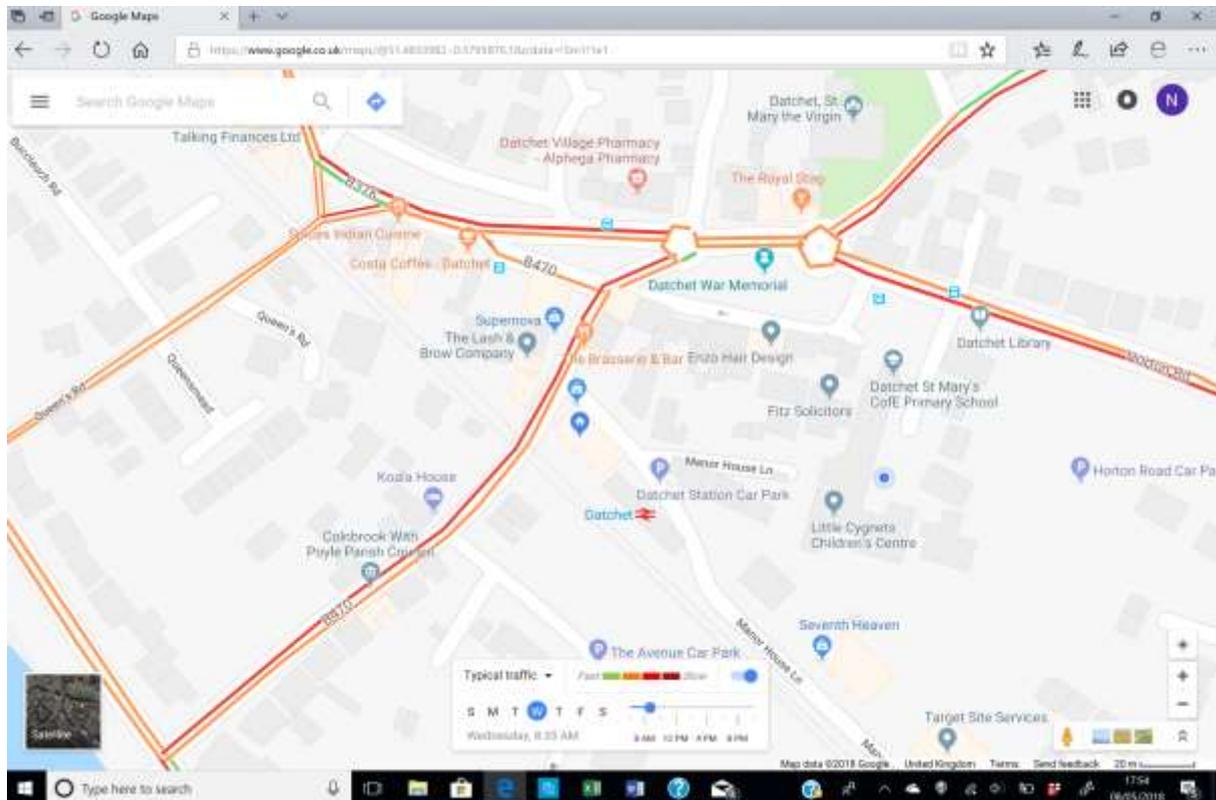
The location for this testing was 25 High Street, approximately the mid point between the river and the village green. See blue dot on the map.



DNP Character Assessments
Traffic Surveys
Character Assessment Areas – Conservation Area

Google Maps Typical Traffic

The Conservation Area is heavily congested during morning and evening rush hours. Google “Red” congestion has been assessed as having a significant negative impact on the living environment.



Morning Rush Hour Photos

Photos were taken in the red congestion area on the morning of 8th May 2018.

The High Street was moving at walking pace when we observed it:



All junctions on The Green were very slow moving for much of the time we observed them.



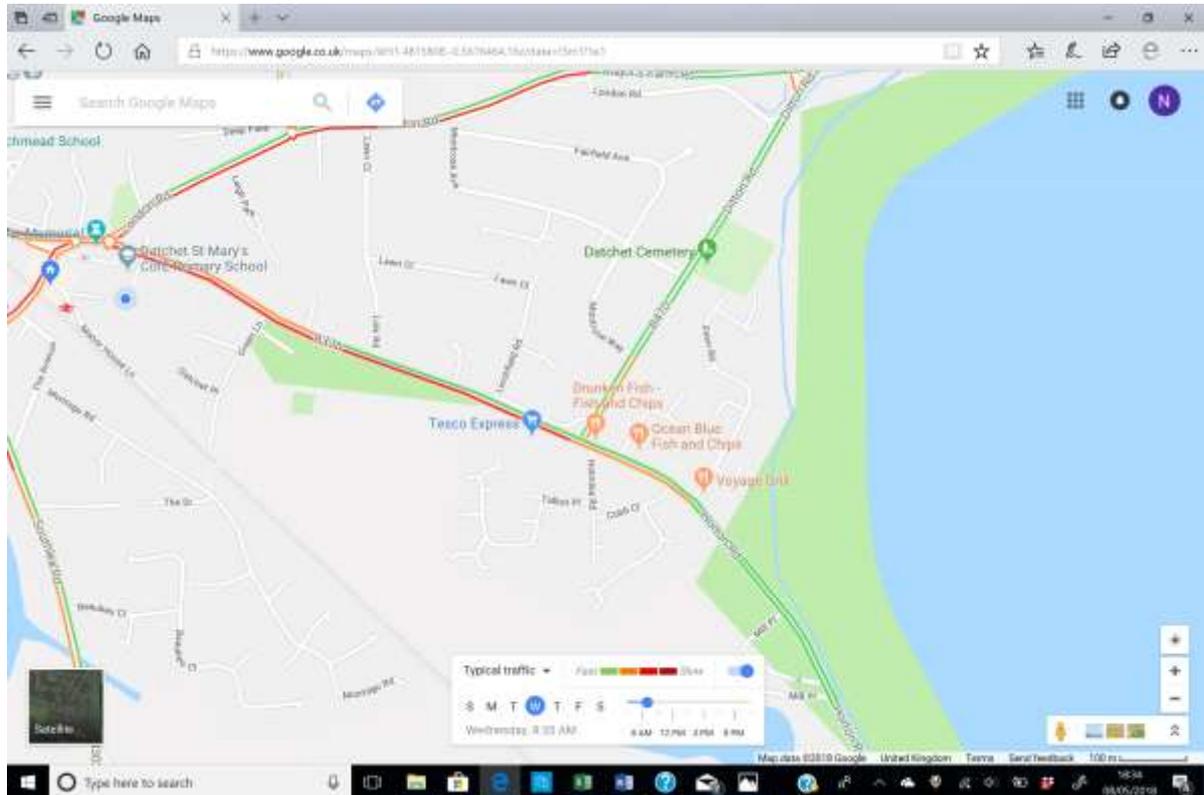
Datchet St Mary's School has a gate opening onto a car park that had plenty of room for parents dropping off children immediately before the morning bell.



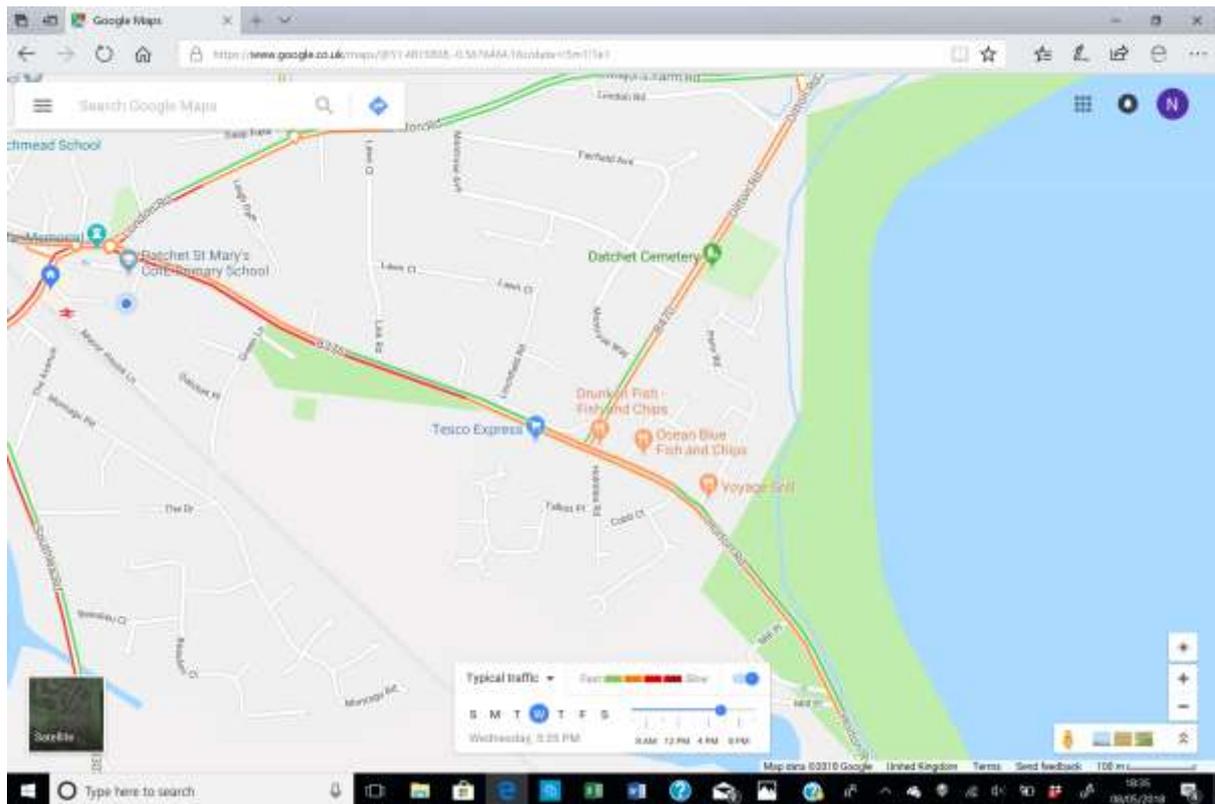
DNP Character Assessments
Traffic Surveys
Character Assessment Areas – London Road and Horton Road

Google Maps Typical Traffic

London Road and Horton Road bring traffic into Datchet from both the M4 and the M25. All road access to the Holmlea Road area is via Horton Road. Both London Road and Horton Road are heavily congested during both morning and evening rush hours. Google “Red” congestion has been assessed as having a significant negative impact on the living environment.



DNP Character Assessments
Traffic Surveys
Character Assessment Areas – London Road and Horton Road



Morning Rush Hour Photos

Photos were taken in the red congestion area on the morning of 8th May 2018. The traffic was stationary for much of the time it took to walk up the road.



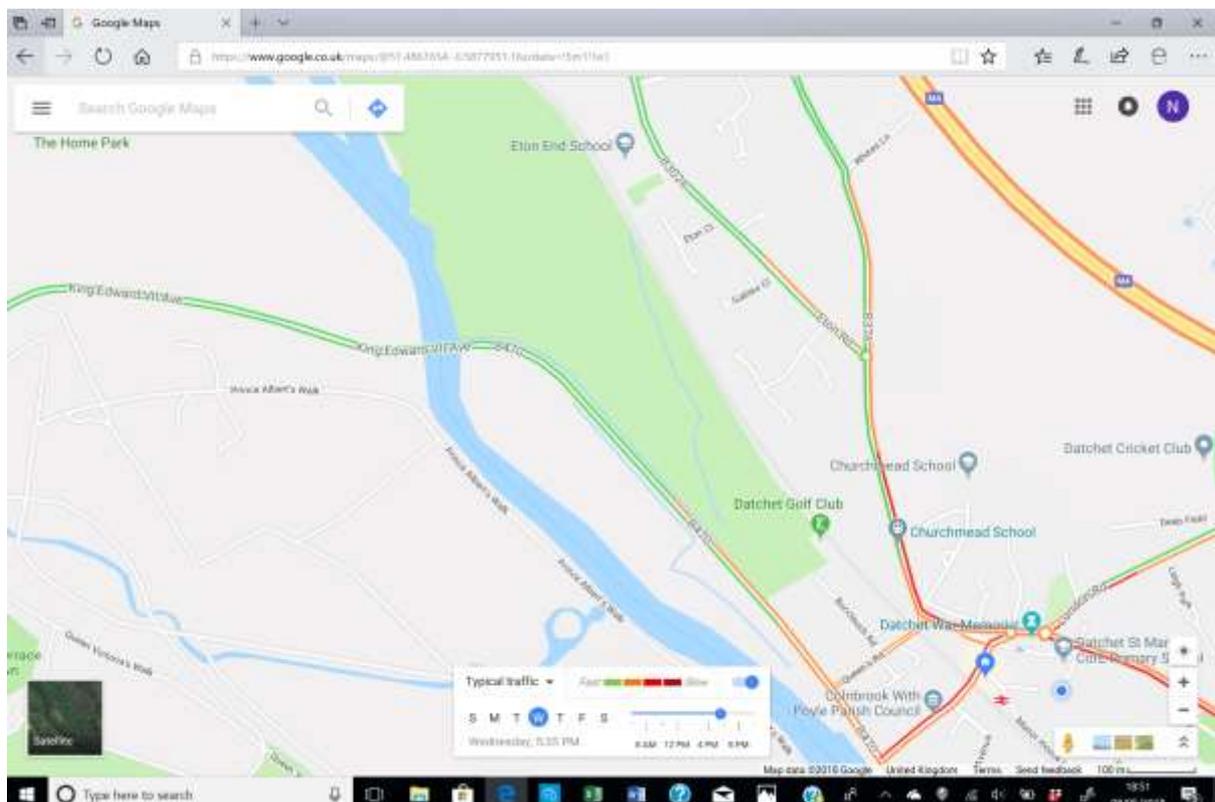
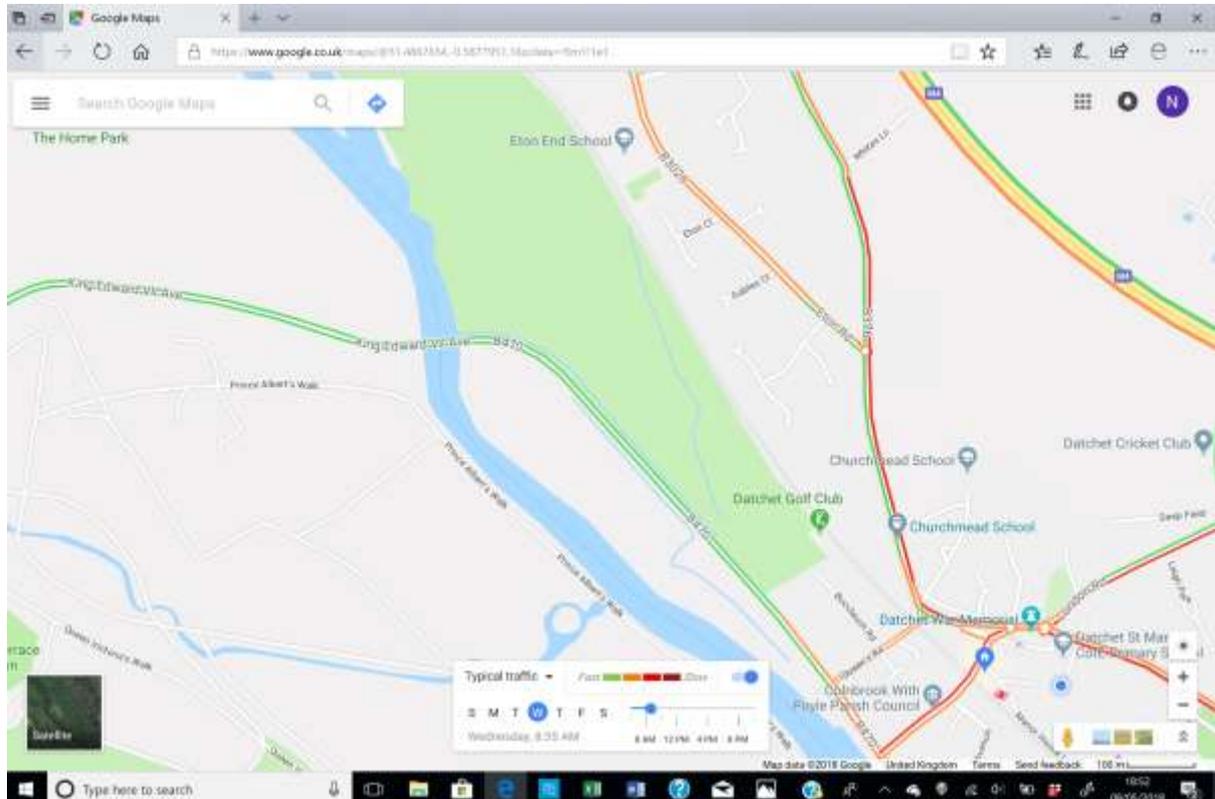
DNP Character Assessments
Traffic Surveys
Character Assessment Areas – London Road and Horton Road



DNP Character Assessments
Traffic Surveys
Character Assessment Areas – Slough Road

Google Maps Typical Traffic

Slough Road brings traffic into Datchet from the west. It is heavily congested during both morning and evening rush hours. Google “Red” congestion has been assessed as having a significant negative impact on the living environment.



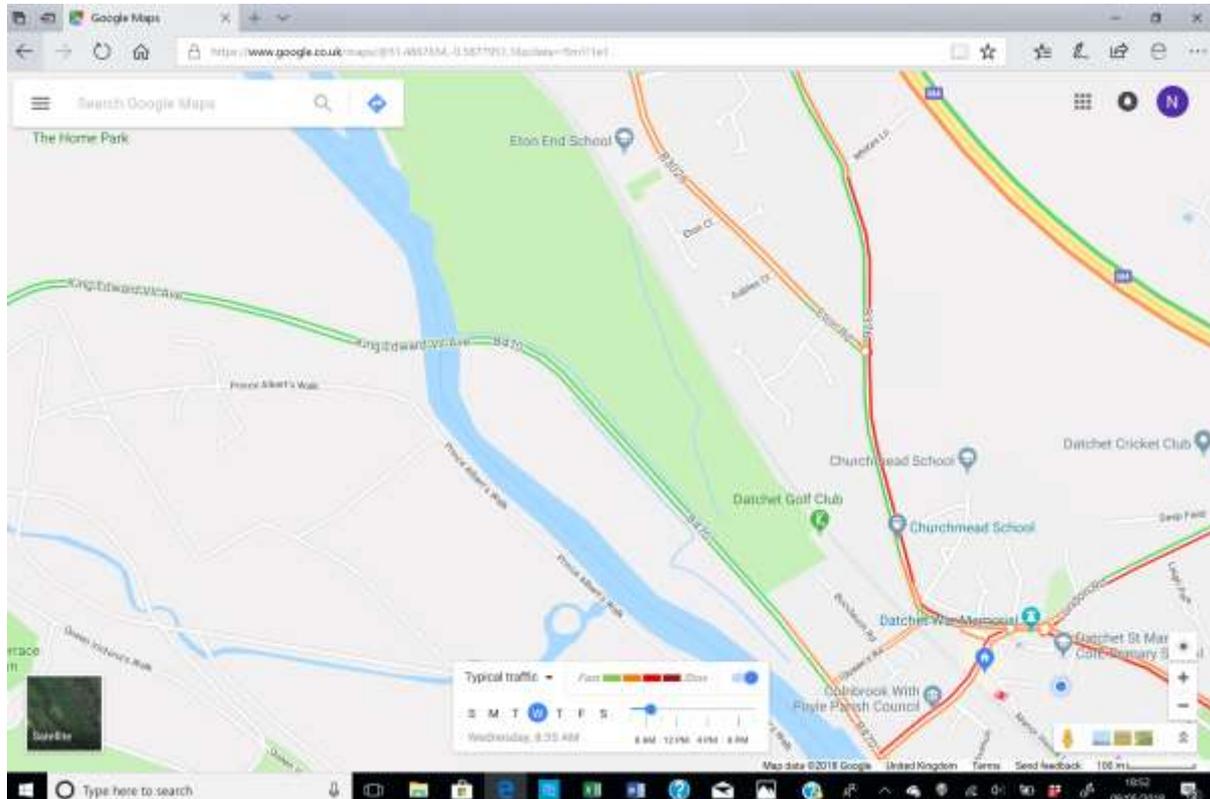
Morning Rush Hour Photos

Photos were taken in the red congestion area on the morning of 8th May 2018. Traffic was moving at, at best, walking pace from Whites Lane to the village centre, corresponding to the Google “Red” congestion.

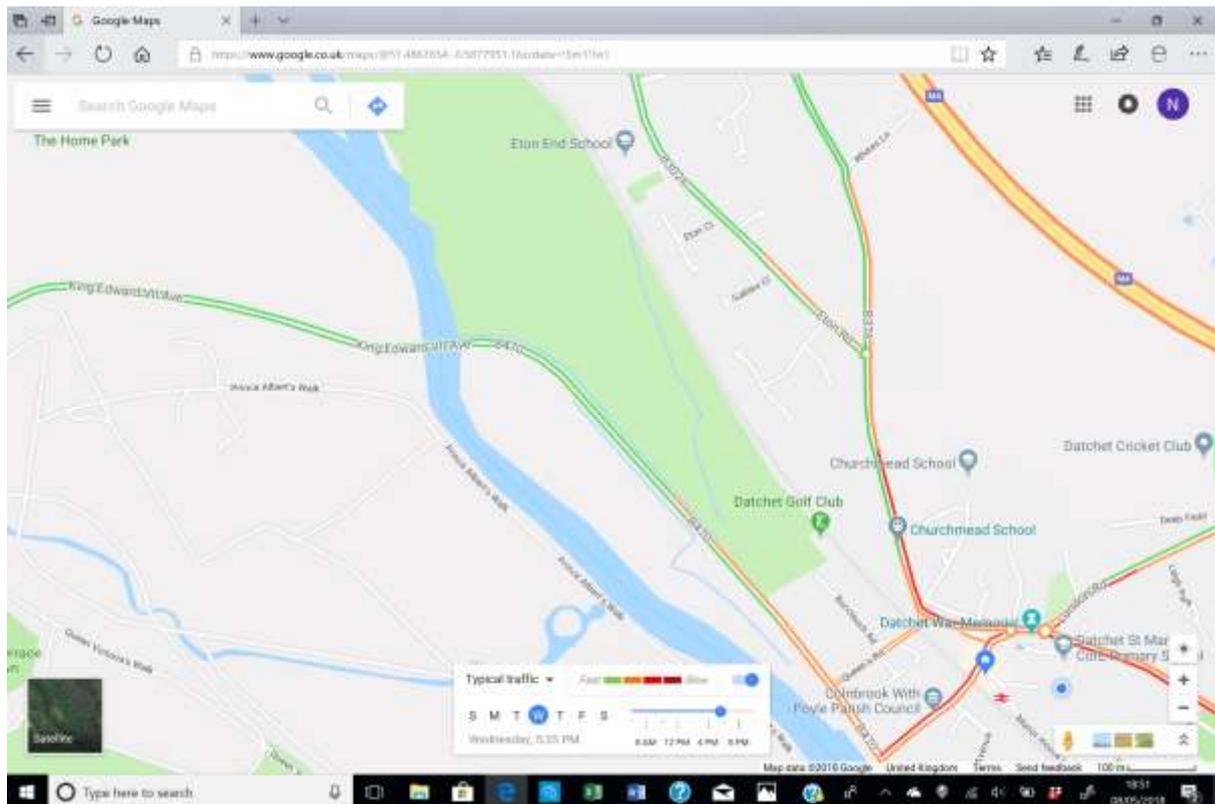


Google Maps Typical Traffic

Eton Road is congested from time to time during the morning rush hour, showing as the less severe “orange” congestion on Google. Eton End School relies on both a car park and on street drop offs / pick ups. On road pick ups may distort Google Maps traffic data as parents stop their cars for a short period even though the road is clear.



DNP Character Assessments
Traffic Surveys
Character Assessment Areas – Eton Road



Morning Rush Hour Photos

Photos were taken in the red congestion area on the morning of 8th May 2018. Eton Road was free flowing when we observed it and the school was clearly concerned about road safety.

