

Throckmorton Travel Demand Report

Introduction

The purpose of this report is to provide an indication of expected likely travel patterns from a new development located at Throckmorton. This uses origin and destination data extracted from the Census 2011, to provide an indication of current travel demand by mode, destination and travel corridor.

The proposed major development site at Throckmorton is located to the north of Pershore around the former RAF Throckmorton site. To the west is the B4084 Upton Snodsbury Road, and to the south is the A44 corridor, the North Cotswold Rail Line and Pershore Station.

The site is currently difficult to access, and so will require significant infrastructure investment to ensure and promote sustainable development.

This report analyses existing travel to work demand from the Throckmorton area which is currently rural in nature, and adjacent Pershore. It is plausible that, if constructed, a larger urban settlement in the Throckmorton area would exhibit similar travel patterns to neighbouring Pershore, and so has been included as a comparator.

Throckmorton Area (MSOA E02006757 : Wychavon 010)

The data in this section is for the Throckmorton 'Major Super Output Area' or MSOA from the Census of 2011. This data has been extracted and interpreted to evidence how and where the existing residents of the Throckmorton area travel to access employment.

Throckmorton MSOA to....	All Journeys	Percentage
Wychavon	1,152	50%
Worcester	277	12%
Tewkesbury	99	4%
Stratford-on-Avon	95	4%
Malvern Hills	84	4%
Birmingham	72	3%
Cotswold	72	3%
Cheltenham	60	3%
Redditch	52	2%
Bromsgrove	48	2%
Wyre Forest	38	2%
Gloucester	22	1%
Solihull	21	1%
Warwick	20	1%
Dudley	15	1%
Sandwell	15	1%
Westminster, City of London	13	1%
Rest of UK	152	7%

Table 1 - Journey to Work Flows from Throckmorton

The data in Table 1 identifies that there is a high degree of 'trip containment' (people who work locally to where they live) in the Throckmorton area with approximately 50% of trips made entirely within Wychavon, with the remainder travelling to commutable economic hubs. It is plausible to assume that many of these very local trips will be made to destinations primarily in Pershore and Evesham areas, as Droitwich is geographically more remote.

All strategic (longer distance, beyond Wychavon) 'work' destinations were assessed according to likely routing options from Throckmorton. For this exercise, only road-based modes of transport were considered for assessment, to give an understanding of road-based demand on specific corridors.

From Throckmorton, there are three key travel corridors;

- **South** (through Pershore Town Centre via the A4103 towards the Malvern Hills and Gloucestershire (via B4080) – this accounts for approximately **12%** of strategic trips from Throckmorton area;
- **West** (along the A44, towards Worcester and M5 Junction 7) – this accounts for approximately **76%** strategic trips from Throckmorton area;
- **East** (along the A44, towards Evesham and A46) – this accounts for approximately **12%** of strategic trips from the Throckmorton area.

Finally, an assessment of modal choice was undertaken, for all commuting trips from the Throckmorton area. The results of this are provided in Figure 1.

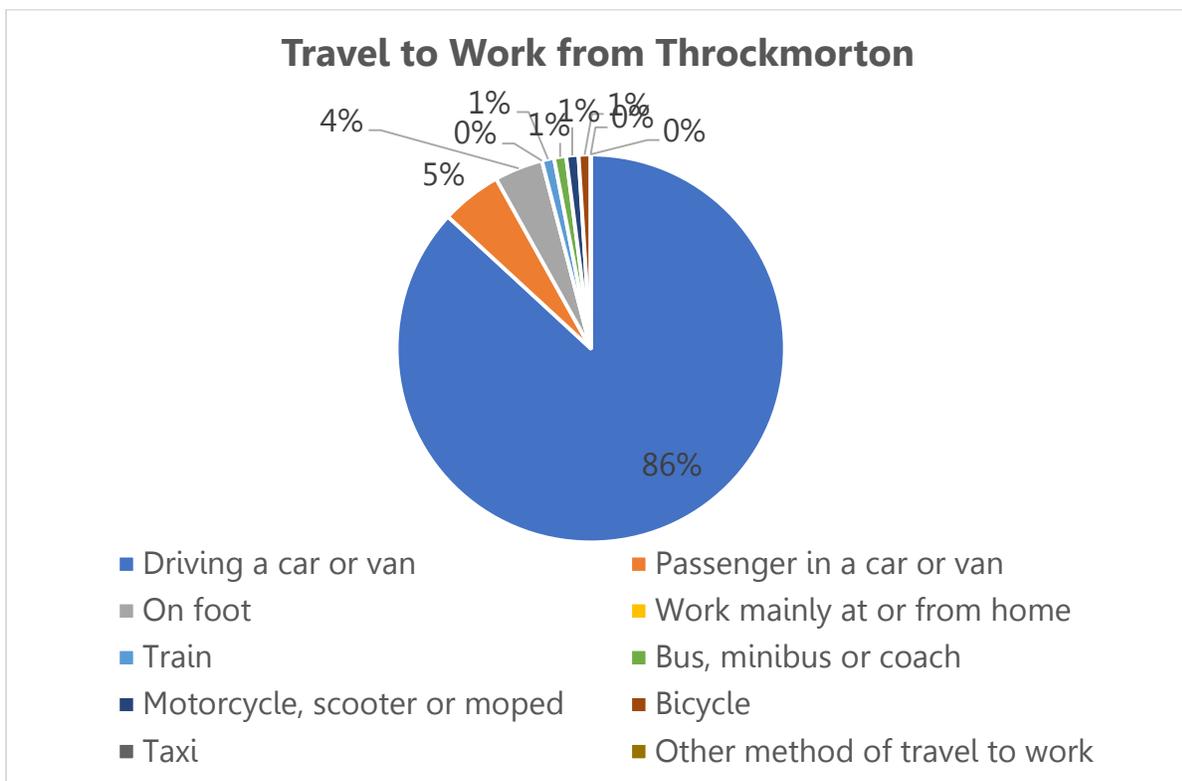


Figure 1 - Travel to Work by Mode of Travel from Throckmorton Area

This analysis identified that the overwhelming majority of trips from Throckmorton are made by car (91% - either driving or as a passenger) followed by just 4% that walk to work, and the remaining 5% using other modes of transport.

As a rural area, it is unsurprising that there is a very strong reliance on the car from Throckmorton to access employment opportunities, largely due to a lack of local opportunities and travel choice alternatives. Should urbanisation of Throckmorton be pursued, it will be essential that significant infrastructure is put in place to support access to alternative modes of transport (particularly investment in and access to Pershore Station and its facilities), but also a comprehensive walking and cycling network, and local provision of services, including high-speed broadband, to reduce the need to travel.

Pershore Area (MSOA E02006759 : Wychavon 012)

The data in this section is for the Pershore 'Major Super Output Area' or MSOA from the Census of 2011. This data has been extracted and interpreted to evidence how and where the existing residents of the Pershore area travel to access employment.

Pershore MSOA to...	All Journeys	Percentage
Wychavon	1,562	56%
Worcester	369	13%
Malvern Hills	127	5%
Tewkesbury	118	4%
Stratford-on-Avon	66	2%
Birmingham	56	2%
Cheltenham	40	1%
Wyre Forest	35	1%
Bromsgrove	29	1%
Redditch	28	1%
Cotswold	27	1%
Gloucester	20	1%
Rest of UK	157	6%

Table 2 - Journeys to Work Flows from Pershore

The data in Table 2 identifies that again, there is a high degree of 'trip containment' (people who work locally to where they live) in the Pershore area with approximately 56% of trips made entirely within Wychavon, with the remainder travelling to commutable economic hubs. It is plausible to assume that most of these very local trips will be made to destinations primarily within Pershore and to Evesham in the east, as Droitwich is geographically more remote from Pershore.

All strategic (longer distance, beyond Wychavon) 'work' destinations were assessed according to likely routing options from Pershore. For this exercise, only road-based modes of transport were considered for assessment, to give an understanding of road-based demand on specific corridors.

Like Throckmorton, there are three key travel corridors from Pershore;

- **South** (through Pershore Town Centre via the A4103 towards the Malvern Hills and Gloucestershire (via B4080) – this accounts for approximately **31%** of strategic trips from Pershore area;
- **West** (along the A44, towards Worcester and M5 Junction 7) – this accounts for approximately **53%** strategic trips from Pershore area;
- **East** (along the A44, towards Evesham and A46) – this accounts for approximately **15%** of strategic trips from the Pershore area.

Finally, an assessment of modal choice was undertaken, for commuting trips from the Pershore area, provided in Figure 2, below.

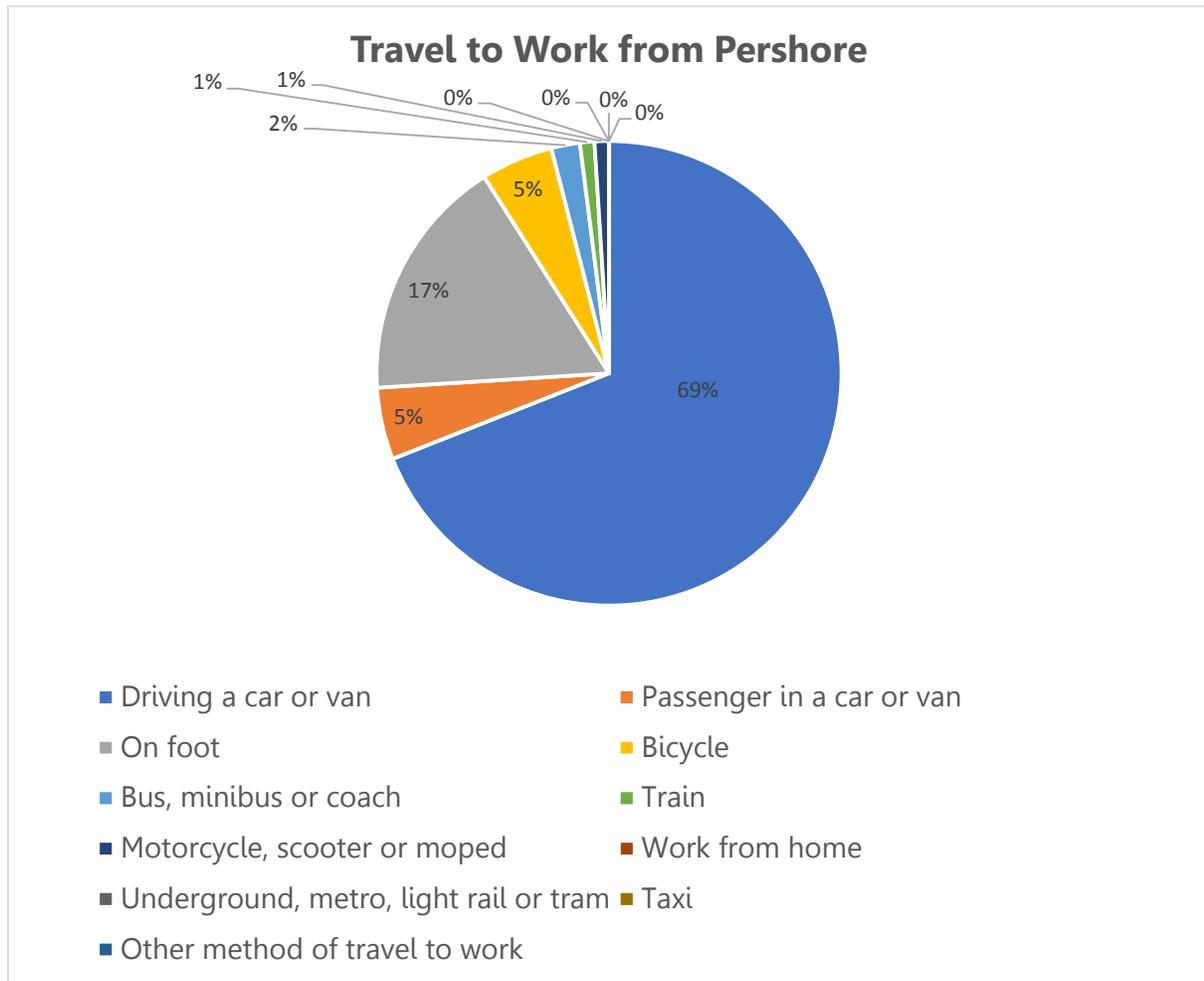


Figure 2 - Travel to Work by Mode of Travel from Pershore Area

This analysis in Figure 2 identifies that most trips from Throckmorton are made by car (74% - either driving or as a passenger) but that there is a higher level of walking (17%) and cycling (5%) which is consistent with a more urban area.

As Pershore is currently a small town, most locations within the town are walkable and easily cyclable. It is important that should the town expand further, investment is prioritised towards ensuring that infrastructure to support walking and cycling over short-distance car use is prioritised, as this delivers a variety of benefits, such as congestion reduction, enhanced public health and community benefits including social cohesion and reduced crime.

Wider Considerations

The way that people work continues to change markedly. Since the Census of 2011, homeworking has become increasingly popular, and so, if suitable high-speed broadband is provided, it is plausible that some trips may not need to be made at all in future.

It may be that the development of the Throckmorton area, by increasing the number and density of households in the area, changes the way that Throckmorton and Pershore is viewed by broadband suppliers, which may make provision of high-speed broadband to both settlements more economically viable in future.

The current revised South Worcestershire Development Plan proposals include a large settlement to the east at Worcestershire Parkway. This settlement located adjacent to a strategic railway station and two motorway junctions is likely to attract a significant and diverse range of employment opportunities. This will undoubtedly influence travel patterns along the entire A44 growth corridor, and so it is important that any future settlement at Throckmorton, the existing settlements of Pershore and Evesham and the new settlement at Parkway benefits from enhanced connections by bus, rail, cycling and highway, with appropriate complimentary walking infrastructure for end-to-end journeys, to spread demand and enable truly sustainable growth, limiting congestion and promoting a strong, resilient local economy.