

**A338/A346
HGV Registration Plate Survey
October 2006**

Survey Report



August 2007

1 INTRODUCTION

1.1 Nature of Report

This report has been produced to outline the results of the HGV survey undertaken in October 2006 on the A338/A346 corridor, and the A345, between the A303 and M4 Junction 15 (Plough Hill).

1.2 Background

The A338/A346 forms part of the National Primary Route between Swindon/M4 and Salisbury. It is predominantly a single carriageway road, and passes through several communities, including Marlborough (see Figure 1.1). The A346 also provides a connection to Ludgershall, and via the A342, to Andover and the A303.

There have been long-standing concerns in communities along the A338/A346 corridor regarding the number of through Heavy Goods Vehicles (HGVs) using the route. However, following the opening of the A34 Newbury Bypass in November 1998, it was anticipated that there would be a transfer of HGVs away from the A338/A346 onto the more suitable A34/M4 route. Surveys undertaken by the County Council in 1999 affirmed this to be the case, with a significant reduction in the number of long-distance HGVs, particularly articulated lorries.

However, despite this, local concern remains that the route is still being used by large numbers of long-distance HGV traffic as it is a shorter route (in terms of distance) to get to the M4 at Junction 15 from the south coast ports, than using the recognised strategic freight route of the A303/A34/M4(J13).

This concern has been highlighted in Community Area Transport Strategies produced for the Marlborough and Tidworth Community Areas, with aspirations that some form of alleviation will be afforded to communities along the route corridor. The strategies recommend that the Wiltshire Freight Quality Partnership (FQP) investigate the usage along the A338/A346 corridor to ascertain the degree of strategic lorry movements, and recommend the development of a freight management plan if necessary.

The FQP have agreed future actions to drive forward implementation of the Wiltshire Freight Strategy. This has included an action to undertake a survey to establish the degree of strategic lorry movements along the A338/A346 corridor. The County Council took responsibility for this action, and undertook a survey in October 2006.

This report explains the policy background to the A338/A346 corridor, the survey methodology applied and the results from the survey, all of which has in turn, informed the conclusions chapter of this report.

Figure 1.1 - A338/A346 corridor and A34/M4 route



1.3 Previous Surveys

The County Council has undertaken previous surveys to ascertain the degree of strategic lorry movements on the A338/A346 corridor. These were undertaken in the late 1990's and in 2000 to coincide with the 'Before' and 'After' periods for the opening of the A34 Newbury Bypass. This allowed for an informed estimate to be made to determine the extent to which strategic lorry traffic had transferred away from the A338/A346 route onto the A34.

These surveys involved a continuous 12-hour origin and destination based roadside interview survey interviewing road users travelling northbound on the A346 at Bay Bridge to the north of Marlborough. Manual classified traffic counts were undertaken for both directions in conjunction with the interview surveys.

Results from the surveys showed that there had been a significant reduction in traffic using the A346 to the north of Marlborough following the opening of the A34 Newbury Bypass. This included a 15% reduction in the number of HGV movements, which included a significant reduction in the number of articulated lorries. The largest reductions recorded were from long-distance trips with origins or destinations in the South Hampshire/Dorset area.

Since 2000, there have been no further surveys undertaken on the A338/A346 to specifically examine vehicle routes. However, the County Council, as part of its regular road traffic monitoring programme, has continued monitoring traffic flows at various sites along the corridor on a quarterly basis. These will be able to supplement the survey to help determine whether the drop in HGV movements on the A338/A346 corridor has been sustained, or whether HGV flows have been increasing towards the 1998 pre-Newbury Bypass levels.

1.4 A338/A346 Route Study (2001)

In addition to the above, a route study of the A338/A346 corridor between Salisbury and the M4 was undertaken in 2001 to review the options identified by the A338/A346 Working Group (comprising of Parish/Town Councils along the route, plus the two local Members of Parliament). The study examined numerous issues, including traffic volumes and speeds, road surface condition, signs and road markings, road alignment and accident data.

The outcome of the study included a recommendation for the review and renewal of the signs and road markings throughout the route, plus a number of possible traffic management and safety measures. Some of these have subsequently been, or are in the process of being, implemented. However, the Study Report highlights that the A346 through Marlborough was excluded from the study, owing to this section being different in character to the rest of the route by being an urban area with numerous junctions, businesses, and parking needs, concluding that Marlborough should be considered as a separate study.

2 POLICY BACKGROUND

This chapter outlines the national and local policy background affecting the A338/A346, and the possible future implications for freight transport and the route in general.

2.1 National Primary Route Network

The A338/A346 corridor is identified in the Wiltshire and Swindon Structure Plan as forming part of the National Primary Route Network connecting Salisbury with Swindon and the M4/A419 at Junction 15 (Plough Hill). Primary Routes are those routes that are nationally designated as being of national and regional significance for through and long distance traffic connecting main urban centres.

2.2 Local Transport Plan Area-Based Strategies

The current Local Transport Plan (LTP) for Wiltshire identifies specific geographical areas where there are transport pressures or concerns that need to be addressed. These have included Community Area Transport Strategies for both the Marlborough and Tidworth Community Areas. Consultations during the development of both strategies outlined the impact of freight traffic as a major local concern. These area strategies identified the need for a survey to examine the extent of the number of long-distance strategic HGV trips using the A338/A346 corridor.

2.3 Wiltshire Freight Strategy

The Wiltshire LTP also contains a number of themed-based strategies that help steer transport priorities and investment across the whole of the County, including a Freight Strategy that seeks to manage freight movements throughout the County. The County Council takes seriously the need to achieve a more sustainable distribution of freight that balances the needs of the economy, the environment, and society, and has developed the freight strategy to complement this.

2.4 Wiltshire Freight Quality Partnership

In addition to the freight strategy, the County Council has also established the Freight Quality Partnership (FQP) for Wiltshire. This provides a forum for representatives from the haulage industry, freight operators, the Highways Agency, the Police, local government, and other interested organisations to discuss freight related matters in the County, and to promote solutions which reconcile the need for access with local environmental and social concerns. Regular meetings of the FQP has progressed the Freight Strategy and agreed the Freight Action Plan, which identified the requirement for a survey to ascertain the level of strategic HGV traffic along the A338/A346 route.

2.5 Wiltshire HGV Route Network

This is a key component of the Wiltshire Freight Strategy. The HGV route network comprises a two-tier system of lorry routes, with a network of strategic routes to cater for long-distance lorry movements complemented by a supporting network of local

lorry routes. It is intended that by using these routes, lorry drivers will avoid using unsuitable routes and minimise their impact on the environment and local residents, whilst still meeting the economic needs of the County. A leaflet with a map highlighting these freight routes has been published, and was forwarded to locally based HGV operators in 2003.

In terms of the A338/A346 corridor, this does not form part of the County strategic lorry network, nor does the whole route serve as a local lorry route, with only a connection from the M4 J15 down to Marlborough and from the A303 to Tidworth and Ludgershall being identified as local lorry routes.

2.6 Strategic Signing Review

The County Freight Study undertaken in 2000 for inclusion as part of the County Council's first Local Transport Plan submission suggests the establishment of a core network of strategic freight routes, along with a positive signing strategy, to encourage the use of suitable routes. In terms of the A338/A346 corridor, the Freight Study recognised that the completion of the A34 Newbury afforded an opportunity to maximise the use of the A34 as a strategic freight route. It concluded that the County Council needed to work with the Highways Agency and affected neighbouring highway authorities to review strategic signing along the A34 corridor.

As a result, the Council undertook a review of strategic signing requirements, and passed the recommendations forward to the Highways Agency. These included a number of direction signing improvements that could be achieved in order to confirm the A34/M4 as the preferred route between Southampton, Portsmouth, and South Hampshire, and Bath, Bristol, Swindon, Wales and the Midlands. However, the Highways Agency has so far not felt able to accept the County Council's recommendations.

Subsequently, recommendations from the Government Office's Bristol/Bath to South Coast Study (February, 2004) include that respective councils work with the Highways Agency to develop an Area Wide Strategic Signing Strategy that extends from the South Coast ports to the M4 motorway. Despite liaisons with the Government Office, development of this strategy has not yet been able to be progressed.

2.7 Regional Freight Route Network

The emerging Regional Spatial Strategy (RSS) for the South West contains a Regional Freight Network (RFN), which outlines all the recognised freight routes serving the South West of England. This should allow for a more consistent approach to freight routes to be taken by highway authorities across the region to ensure that HGVs use the most appropriate routes. However, the RFN continues in not identifying the A338/A346 as a strategic or local freight route, other than the connection from the M4 to Marlborough and from the A303 to Tidworth and Ludgershall.

Once the RSS and the RFN have been formally adopted, it is anticipated that the Wiltshire HGV Route Network will be revised to take into account the new network. This may present an appropriate opportunity to discuss the future of those parts of

the National Primary Route Network in the Region that do not form part of the RFN, including those parts of the A338/A346 between Swindon and Salisbury.

2.8 Satellite Navigation Systems

The increasing reliance by some lorry drivers on satellite navigation systems has led to some HGVs using routes that are unsuitable for freight traffic. This may be the case with the A338/A346, which although around six miles shorter, is not considered as fast or efficient a route as the A34/M4. Both the County Council and the FQP are aware of this issue, with the County Council formally responding to the Government's recent public consultation on its 'Review of In-Vehicle Information Systems Legislation'.

Furthermore, satellite navigation issues are also being taken seriously by the South West Regional Freight Forum, of which the County Council is a member. The Forum has been discussing this issue with the Ordnance Survey, who are responsible for providing mapping data to the majority of the main satellite navigation systems currently used. It is hoped that a specific mapping layer for freight operators can be developed that will be able to provide routing information based on recognised freight routes, as well as local restrictions such as weight/width restrictions, low bridges, and banned turning movements.

3 Survey Methodology

This chapter describes the methodology used for undertaking the A338/A346 survey in October 2006.

Previous surveys to ascertain the extent of strategic freight movements on the A338/A346 corridor have concentrated on undertaking roadside interview surveys of northbound traffic at the Bay Bridge layby on the A346 to the north of Marlborough. However, it was not possible to repeat a similar survey in 2006 due to cost and Police availability issues.

Therefore, a comprehensive registration plate survey along the A338/A346 route corridor was chosen as this was considered to be the next most appropriate method of collecting comprehensive routing information of HGV movements along the route corridor.

The survey involved collecting HGV registration plate details from all northbound HGVs and coaches travelling between the A303 and the M4 J15. This involved collecting information at various sites along the corridor (see Figure 3.1) to help determine routing and the extent of local servicing requirements. Since it was not possible to survey both directions, northbound movements were chosen as this would enable some comparisons to be made with data from the previous roadside interview surveys. In addition, the survey also included sites from the parallel A345 corridor between Amesbury and Marlborough, which formed part of the Swindon/Salisbury route study undertaken in the early 1990's.

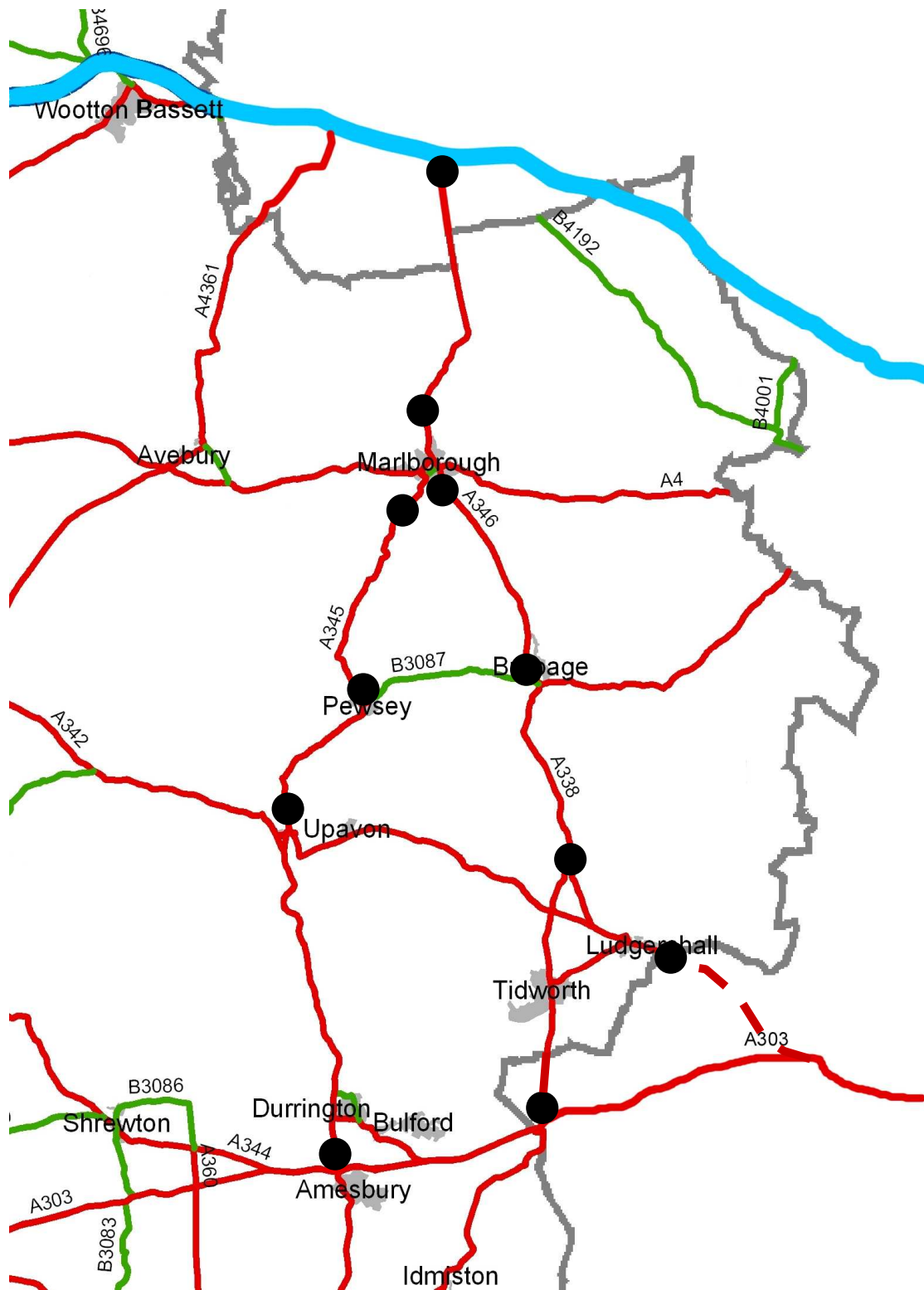
Data was collected over a 10-hour period at all sites, with start/finish times staggered along the length of the corridor to allow for a full 10-hours worth of data to be collected from every site. Due to the survey being scheduled for mid-October, it was not possible to survey for a 12-hour period due to insufficient daylight. However, unlike previous roadside interview surveys, it was possible to collect information from all HGVs.

In addition to collecting registration plate data, the survey also classified HGVs according to vehicle size (by axle numbers) and collected haulier information where available. This information was collected to help identify whether there were any particular hauliers who were frequently using the route and to help provide some indication of the possible origins and destinations of trips not having business along the corridor.

There were some problems observed with using the registration plate approach. Firstly, there were a few occasions where 'platooning' of HGVs meant that the enumerators had to record several entries in quick succession, which may have resulted in missed or erroneously entered data. This was identified in the data cleansing process and mistakes rectified. Secondly, the survey identified several through trips that stopped in rural areas. These are likely to have been drivers taking mandatory breaks in various laybys along the route.

In addition to the registration plate surveys, 10-year data from quarterly monitored automatic traffic counter sites along both the A338/A346 and A345 corridors has been used to determine the long-term trends for traffic flows (including HGV flows) following the opening of the A34 Newbury bypass.

Figure 3.1 – October 2006 Registration Plate Survey Sites



4 Survey Results

4.1 Registration Plate data

Following the collection of the registration plate data, the data set was cleansed to identify and eradicate as many recording errors as possible. Once this had been done, a matching process was undertaken to identify through movements between sites. Intra-site transit times were examined to ensure that vehicles were passing through and not stopping for breaks/business along the route.

The matching process identified a number of HGVs that were recorded as being pure through movements between the A303 and the M4. These were analysed individually to determine whether they were through trips or undertaking a multi-drop along the route. This was especially the case for smaller 2-axle rigid HGVs that are more suited to undertaking brief multi-drop deliveries.

4.2 HGV Flows Entering from A303

The survey recorded data from two sites on the entry to the A338/A346 corridor where HGV traffic joins the corridor from the A303 or A338. The first site was located on the County boundary on the A342 at Faberstown (from where the A346 starts to the north of Ludgershall). This is a popular route from Andover and vehicles travelling to/from the A303(E) and the A34. The second site was located to the north of the A303/A338 interchange to the north of Cholderton, and recorded vehicles from the A303 and from the A338 Bourne Valley route (i.e. Salisbury).

The number of sites along the corridor has enabled the number of through vehicles to be identified and the locations along the corridor where vehicles are requiring access to. Table 4.1 below shows the origins and destinations of the vehicles recorded at the two main entry sites.

From	To Tidworth / Ludgershall	Collingbourne	Burbage	Marlborough	M4 J15	TOTAL
A342 Faberstown	159 (63%)	11 (4%)	0	26 (10%)	58 (23%)	254
A338 Cholderton	118 (52%)	12 (5%)	6 (3%)	22 (10%)	67 (30%)	225
Combined	277 (58%)	23 (5%)	6 (1%)	48 (10%)	125 (26%)	479

This shows that 125 (26%) HGVs using the A338/A346 corridor were recorded as making purely through movements. However, there is also a strong local element to the distribution of HGV trips with 63% of trips recorded at Faberstown and 52% of trips recorded to the north of Cholderton being within the local Tidworth and Ludgershall area. The remaining 16% of HGV trips observed are recorded as having destinations off the corridor between Tidworth/Ludgershall and Marlborough.

The registration plate survey was also classified according to vehicle size in order that the sizes of HGV could be ascertained. This enables the number of through HGV trips made by larger vehicles to be identified. Table 4.2 below highlights the various sizes of the HGVs passing through the two entry sites that were recorded as through vehicles.

A342 Faberstown		A338 North of Cholderton	
Rigid 2-axle	11	Rigid 2-axle	16
Rigid 3 / 4 axle	15	Rigid 3 / 4 axle	7
Artic 3 / 4 axle	6	Artic 3 / 4 axle	6
Artic 5+ axle	26	Artic 5+ axle	37
Coaches	0	Coaches	1
TOTAL	58	TOTAL	67

This shows that the around half of the through HGV movements are made by larger HGVs. This is not surprising considering that longer distance HGV trips tend to be made by larger vehicles. Two-axle HGVs tend to be more used for trips, including multi-drop deliveries, within the local area, which was found to be the case in several instances by this survey. Note, although included as part of the survey requirements, the survey only recorded one through coach journey. Most coach journeys recorded were short, localised trips mainly associated with local authority school transport contracts.

4.3 A345 Corridor

As mentioned earlier in this report, the survey also recorded HGV details on the parallel A345 route between the A303 Countess roundabout at Amesbury, and Marlborough. This is a longer and slower route than the A338/A346, which also has an additional constraint of a low railway bridge at Pewsey. Therefore, only six through trips were recorded along the A345 throughout the survey, plus two other trips appearing to be doing multi-drop deliveries along the corridor. The vast majority of HGVs recorded entering the A345 at Amesbury had a trip-end in the Durrington, and Bulford areas, with other trips being generated in the Upavon and Pewsey areas connecting northwards towards Marlborough and the M4/Swindon.

4.4 A346, North of Marlborough

The survey included recording HGVs passing northbound on the A346 at the Bay Bridge layby just to the north of Marlborough. This is the location that has been previously used for undertaking roadside interview surveys, and therefore some comparisons can be made with historic data to determine whether there have been changes in HGV traffic on this route.

Each of the roadside interviews previously undertaken had a corresponding manual classified count, and this has been used to ascertain changes in HGV flow over time, and especially so in terms of monitoring the effects of the A34 Newbury Bypass. Table 4.3 below highlights the changes in HGV flow from manual surveys undertaken at the Bay Bridges layby;

Table 4.3 – 10-hour HGV flows recorded at A346 Bay Bridge, North of Marlborough					
Survey Date	Rigid HGVs		Artic HGVs		Total HGVs
	2-axle	3/4-axle	3/4-axle	5+ axle	
Sept. 1996	301	55	75	133	564
Mar. 1998	301	49	72	198	620
<i>Opening of A34 Newbury Bypass</i>					
Nov. 1998	286	40	68	131	525
Mar. 1999	271	47	63	115	496
Oct. 2006	174	80	21	138	413

It should also be noted that changes in the measurement of two axle rigid HGVs has resulted in a far lower number being recorded in 2006. This is because previous surveys included medium goods vehicles and larger light goods vehicles.

Table 4.3 shows that the reduction in the number of HGVs using the A346 since the opening of the A34 Newbury Bypass has been sustained through to the October 2006 survey. Significantly, there has been virtually no change in the number of larger HGVs recorded since the opening of the Newbury Bypass.

The number of sites used in the 2006 registration plate survey has enabled the approximate origins from within the corridor, and other external trips passing the A346 Bay Bridge site to be established. The approximate origins are as follows;

A346 North of Marlborough – Approximate Origins of HGV/Coach Trips;

A303 (via A342 Faberstown)	58	} Combined through trips	125
A303 & A338 (Salisbury)	67		
Tidworth/Ludgershall	62		
Collingbournes	25		
Burbage/Savernake	27		
A345/Amesbury/Durrington	6		
A345 Upavon/Pewsey	23		
A4 / Marlborough	159		
Total	427		

This shows that there is a fairly even distribution of trip origins with around 29% being through trips along the A338/A346 corridor. Note that around 37% of trips have an origin in the Marlborough area, or along the A4/A361 corridor (i.e. Calne/Avebury/Devizes areas).

4.5 Haulier Information

The collection of haulier details has allowed for some of the routing for the through HGV trips to be established. Not surprisingly some of the trips observed are likely to have had a trip end in the Swindon area, whether it be a haulage depot, retail store, or industrial premises, with some also in the Salisbury area. In addition, a number of the HGVs recorded through the Faberstown site that potentially had a connection with the Andover area. The main through hauliers observed were as follows;

<i>Through Faberstown</i>		<i>Through Cholderton</i>	
Hills Waste Management	8	Iceland	4
TWT Logistics	5	Southern Waste Management	3
Hotpoint	4	New Look	2
Switch Logistics	4	Aldi	2
Londis	4	Hills Waste	1
Rackham	2		
Iceland	1		

This shows that a number of Hills Waste Management vehicles were recorded (comprising mostly of three or four axle rigid vehicles). This is not unexpected, as Hills are the company operating under the Wiltshire Waste and Recycling Contract, and as such transports waste and recyclable materials between numerous sites in and around the County. In addition to the through trips, there are several other trips involving Hills vehicles going to the Marlborough area.

In terms of other operators, TWT Logistics and Switch Logistics were recorded on several occasions passing through the A342 Faberstown site. These are part of the same corporate group, whose main depots are based at Ystrad Mynach in South Wales and in Andover. In addition, several Iceland vehicles were recorded using the corridor, travelling to the store's distribution centre at Mannington, Swindon. Where frequent use of the corridor is made by an operator not located on the corridor itself, the FQP could remind them of the Wiltshire HGV network, especially in terms of the A34/M4 J13 strategic route (although it should be noted that, unless there is a weight restriction in place, these HGV routes are purely advisory, and that operators have no legal requirement to use them).

In addition, there are a number of operators recorded making single through trips in the corridor that are based away from the local area, and are therefore making long-distance trips. Several of the hauliers recorded have connection with ports and urban areas on the South Coast (e.g. Southampton, Poole) and the Midlands (e.g. Gloucester, Birmingham.)

In addition to trips along the A338/A346 corridor, the survey also recorded vehicles travelling northwards on the A346 between Marlborough and Swindon, which were not recorded on any of the sites south of Marlborough. These have a potentially wide distribution of origins, with a number having business or a base in the Marlborough area itself. In addition, there were a number of trips with origins along the A4 west corridor from Devizes, West Wiltshire, and Calne areas, plus a small number from the A4 east (Hungerford). All the A4 traffic is required to pass through Marlborough.

4.6 ATC data

The County Council regularly monitors traffic volumes at various sites along the A338/A346 corridor as part of its overall monitoring of traffic volumes in the County. Typically, this involves quarterly monitoring for a whole week, which can also include vehicle classification in terms of vehicle length. This is a long-standing monitoring programme, which is able to yield many years worth of data, which, in turn, may provide some indication regarding trends in traffic/HGV volumes etc.

Figure 4.1 – 10-Year ATC Data A338/A346

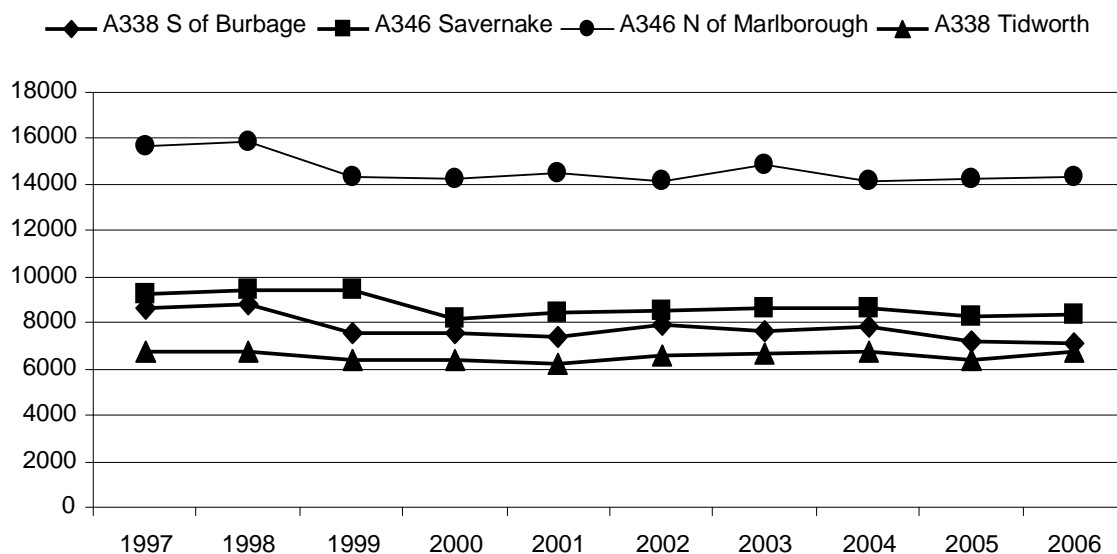


Figure 4.1 above shows that there was a decrease of around 1500 vehicles per day recorded at each of the ATC sites to the north of Collingbourne Ducis following the opening of the Newbury Bypass, with the A338 at Tidworth only measuring a very slight reduction. Since the opening of the Newbury Bypass, traffic volumes appear to have remained relatively constant at all of the sites, with no sites exceeding pre-Newbury Bypass traffic levels.

4.7 Comparison with previous surveys

Previous surveys on the route have primarily been focussed on origin and destination roadside interview surveys undertaken on northbound traffic passing the large Bay Bridge lay by on the A346 to the north of Marlborough. The main intention of these surveys was to provide an indication as to the effect of the A34 Newbury Bypass on traffic flows, especially larger HGVs, on the A338/A346 corridor.

These surveys indicated that there had indeed been a significant reduction both in the number of total vehicles and larger HGVs following the opening of the Newbury Bypass. This was especially so for longer-distance HGV trips with an origin or destination in the Hampshire/Dorset area. There were also slight reductions recorded in the number of trips with an origin or destination within Wiltshire.

Whilst it has not been possible with the registration plate survey to comment on the individual origins/destinations of all the HGV trips, some comparison can be made with data from the previous surveys.

Firstly, the 2006 survey recorded that 29% of HGVs passing Bay Bridge have an origin/destination beyond the A303. This is broadly consistent with the 1999 roadside interview survey which recorded 28% of all HGV trips having both trip ends outside of Wiltshire.

Secondly, it is recognised that the 2006 survey did record some strategic HGV traffic using the A338/A346 route. Information gleaned from the haulier details has shown that some operators based in Hampshire and Dorset, and Bristol, South Wales, and the Midlands are continuing to use this route. However, these were relatively small in number, and appear to relate to the fall in the number of long-distance trips recorded by the post-Newbury Bypass roadside interview surveys.

5 CONCLUSIONS

5.1 Policy Background for A338/A346

The A338/A346 corridor is designated as part of the National Primary Route Network (NPRN) linking Salisbury and the South Coast with Swindon and the M4. Given the strategic role, nature, and status of the route, it is likely that the County Council would not be able to pursue traffic regulation orders to restrict the number of HGVs using the route at the present time.

However, the A338/A346 is not identified as a strategic freight route by the Wiltshire HGV network, and only the connections from the M4 to Marlborough, and from the A303 to Tidworth and Ludgershall are included as part of the secondary tier of local routes, in order to facilitate access to the local area. In addition, this position remains unaltered in the emerging Regional Freight Network, which will ultimately supersede the Wiltshire HGV network. However, following the adoption of the RSS and the Regional Freight Network, there will be a regional opportunity to examine the status of those parts of the NPRN not on the Regional Freight Network, including the A338 between Marlborough and Tidworth. This will present the most appropriate opportunity to debate the future status of the A338/A346, and to determine whether it would be suitable to consider appropriate freight management measures along the route.

The County Freight Strategy developed in 2000 recommended that a review of strategic signing be undertaken to help encourage use of the designated Strategic Lorry Routes. As a result, the County Council has undertaken a review of strategic signing along the A34 corridor, with recommendations to further reaffirm the A34/M4 route as a key strategic route (although the Highways Agency has yet to accept the County Council's recommendations). Improvements to signing will clearly underline the status of the A34/M4, and assist in directing strategic HGV traffic away from the A338/A346.

Previous study work undertaken in 2001 to review options identified by the A338/A346 Working Group proposed a range of improvements to the rural sections of the route between Salisbury and the M4, some of which have since been implemented. It is noted that this Study did not specifically examine, nor identify any improvements to, the A346 route through Marlborough, as this was considered to be of a different character to the rest of the route. (However, it should be noted that this section of the route is where HGVs are likely to have a significantly higher impact on both the local residents and other road users, and any future study work may need to focus on addressing conflict issues in built-up areas).

5.2 Registration Plate Survey

The registration plate survey undertaken in 2006 has enabled the number of through movements on the A338/A346 corridor to be identified. However, it has not been possible to ascertain the detailed individual origin and destination movements collected from previous roadside interview surveys. Due to resource constraints outlined earlier, such a survey was not possible.

The survey recorded that around 125 HGVs (26% of HGV traffic) from beyond the A303 were through vehicles, with the remainder being recorded as having business

at least at one location along the corridor. However, most of the through movements observed were made by larger HGVs (i.e. those in excess of 3-axles), with smaller 2-axle HGVs being more likely to be used for local deliveries and business. (Given that a good majority of HGVs currently using the A338/A346 corridor north of the A303 have access requirements along the corridor in the Tidworth, Ludgershall, Collingbournes, Burbage, and Marlborough areas, it would not be practicable to introduce some form of HGV restriction along the route).

Haulier information taken as part of the survey has indicated that there is some degree of strategic HGV movements along the A338/A346 corridor, especially in terms of some operators based in Swindon or Andover. The County Council has previously produced a leaflet outlining its HGV route network, showing the main strategic routes and the supporting secondary tier of local HGV routes. This directs hauliers to use the A34/M4 instead of the A338/A346 route. (The County Council could liaise with the relevant freight operators in the Andover and Swindon areas to remind them of the Wiltshire HGV network and to request that the strategic HGV network be used by their vehicles wherever possible.)

Previous surveys have shown that there was a reduction in the number of vehicles using the A338/A346 corridor following the opening of the A34 Newbury Bypass in 1998. This was confirmed by previous roadside interview surveys undertaken on the A346 to the north of Marlborough, which also highlighted a significant reduction in the number of larger HGVs using the route. Both annual average daily traffic flows and HGV flows in the corridor have remained relatively unchanged since the opening of the Newbury Bypass in 1998.

The survey has also showed that the parallel A345 route between Amesbury and Marlborough (via Pewsey and Upavon) is hardly used as a through route, and mainly serves as a local distributor route for the surrounding communities. In addition, this route is not suitable for larger/taller HGVs given the height restriction on the railway bridge over the A345 by Pewsey railway station (which would also need to be considered should any future freight management measures be considered for the A338/A346 between Marlborough and Tidworth).