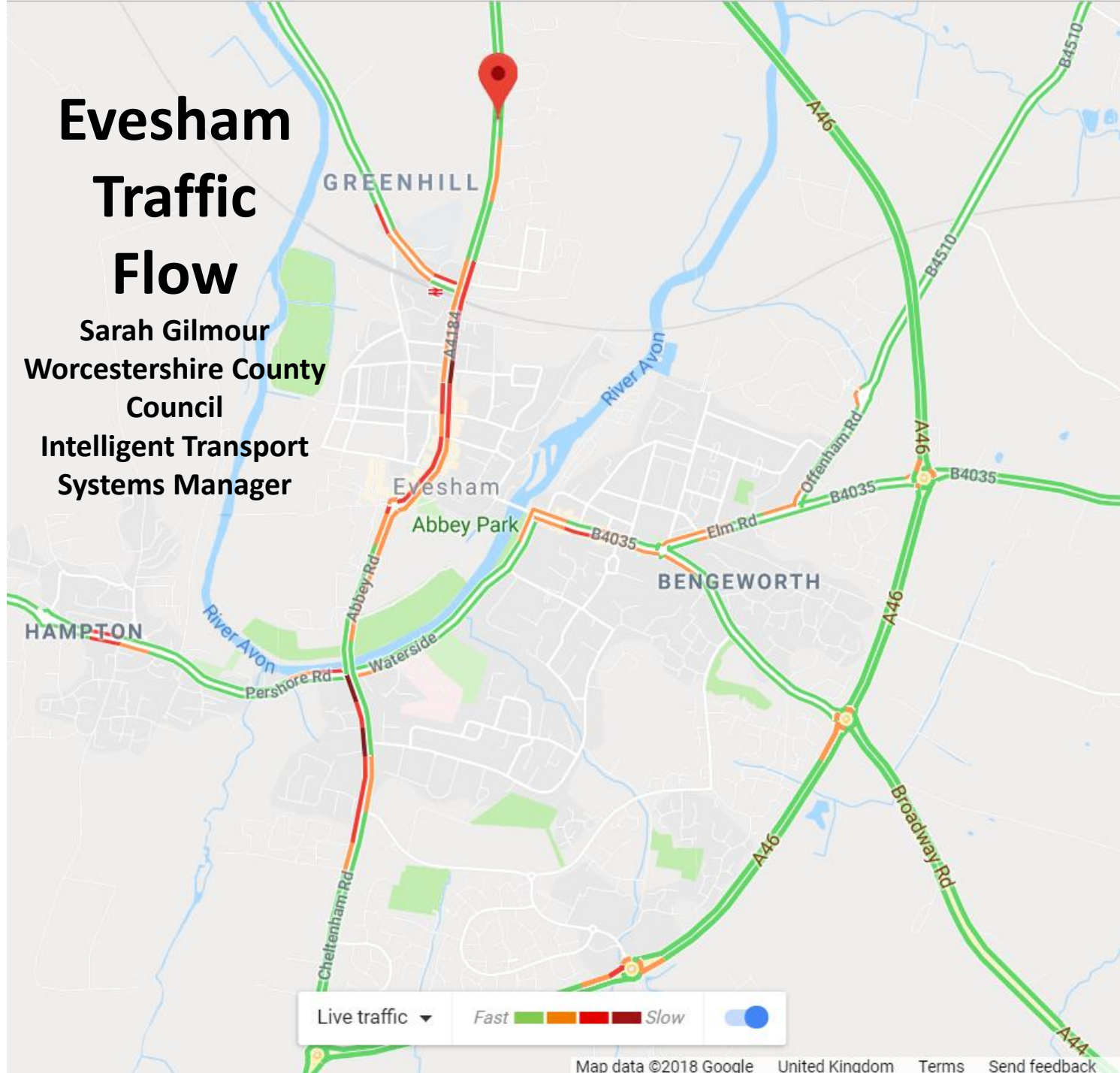


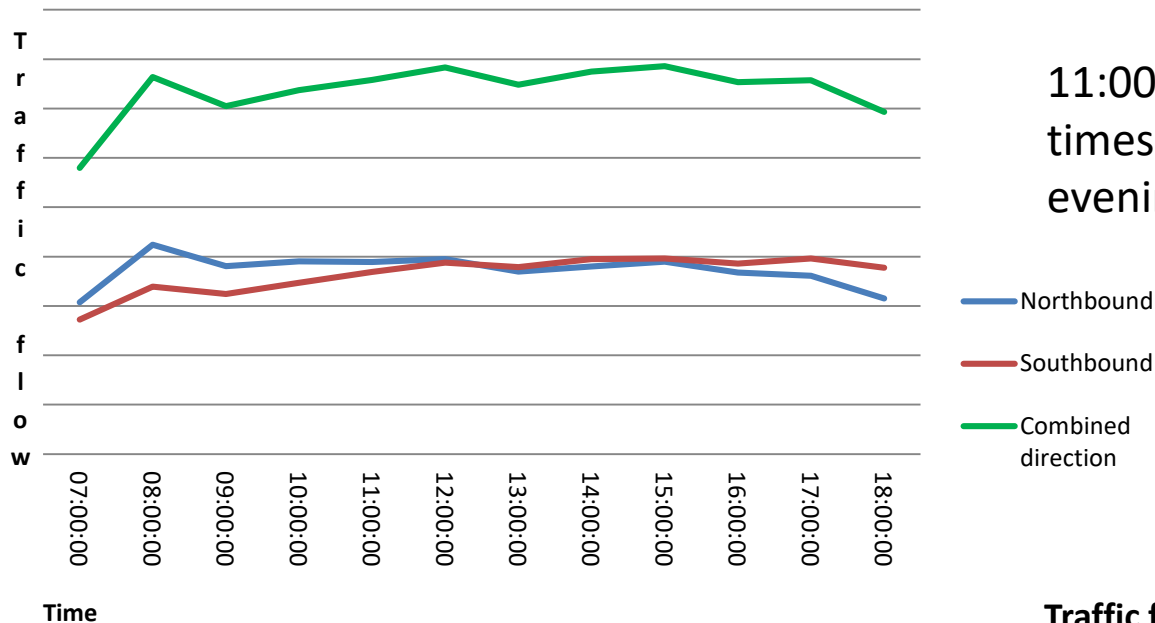
Evesham Traffic Flow

Sarah Gilmour
Worcestershire County
Council
Intelligent Transport
Systems Manager



Evesham

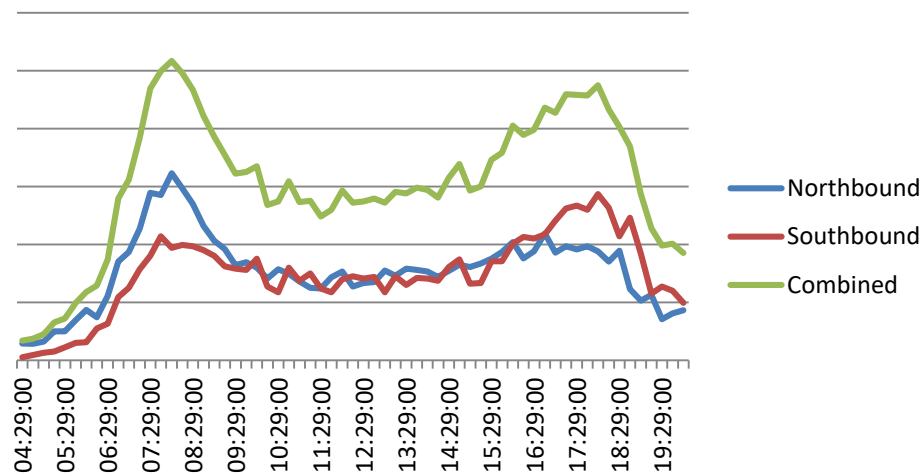
Evesham High Street



11:00 – 15:00 weekday journey times higher than morning and evening commuter peak times .

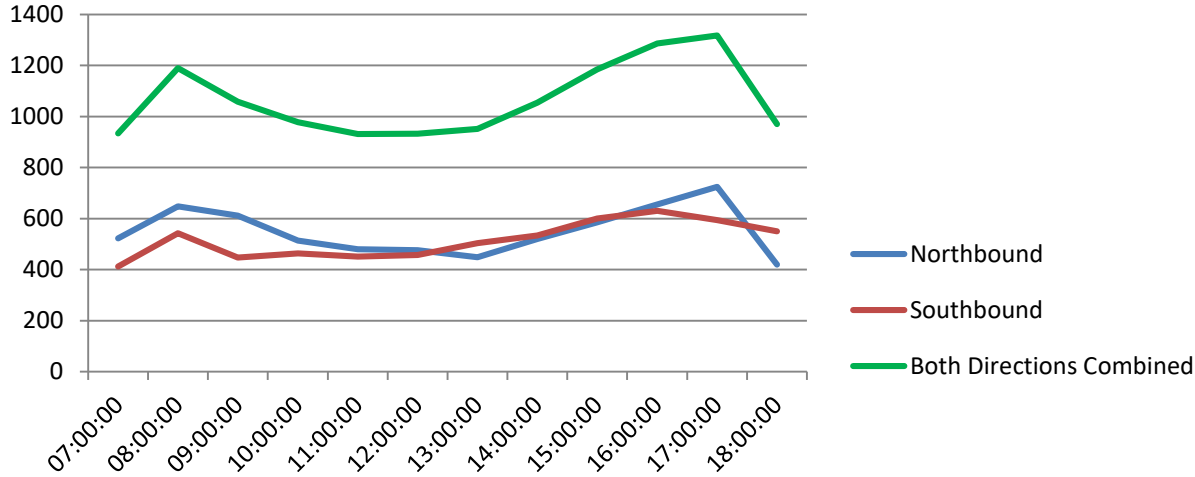
20% increase in traffic levels southbound on High St since February 2017 – cut through closed for Waitrose development site

Traffic flow Profile Weekday A46

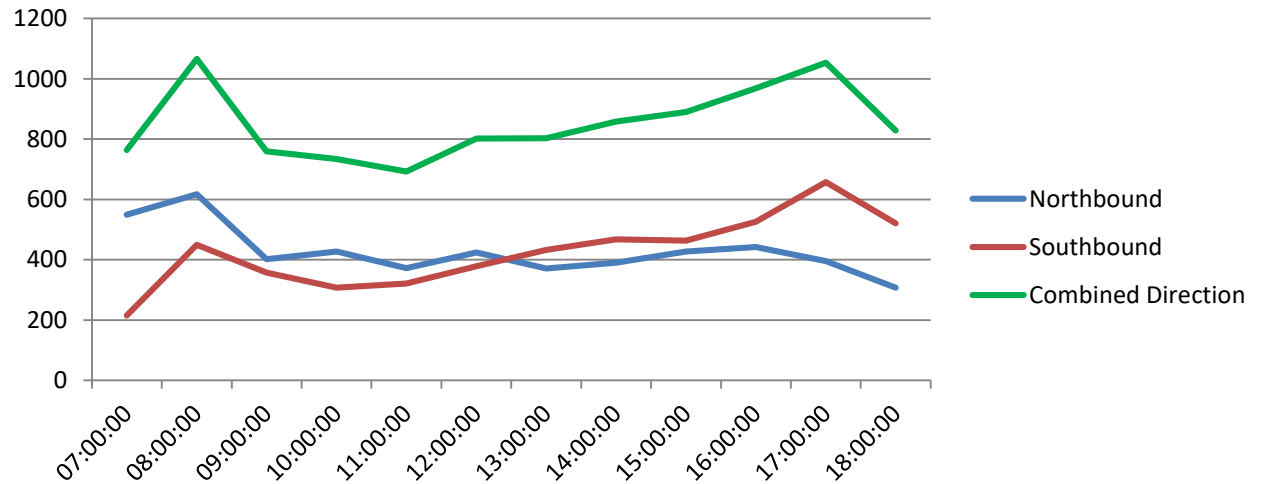


Traffic Flow Profiles

Traffic Flow A448 Market St Bromsgrove



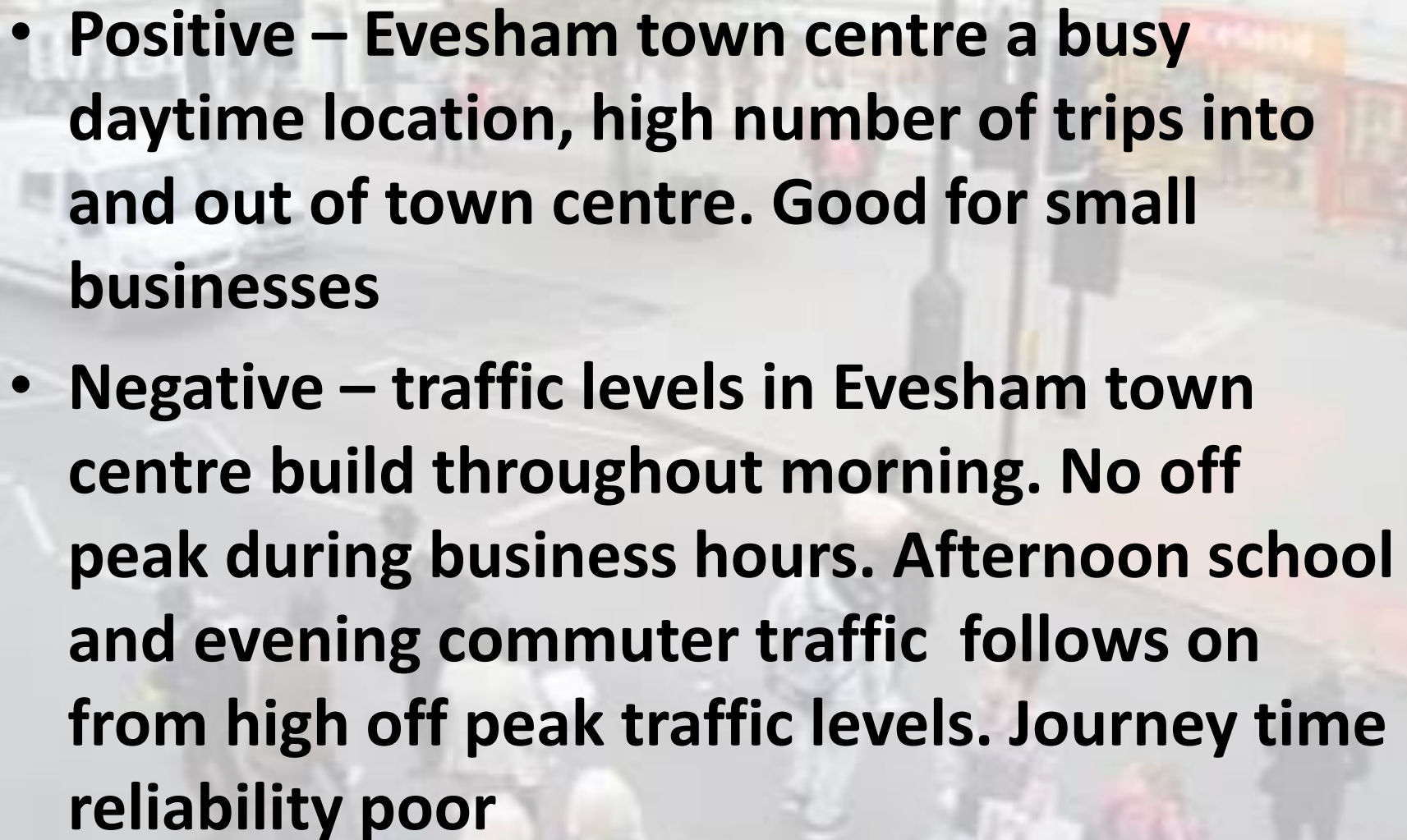
Droitwich B4090 Bromsgrove Rd



Observations – on site and camera

- **High number of parking, loading and U turn movements**
- **Vehicles stop to allow such movements**
- **High pedestrian flows throughout day, vehicles stop to allow pedestrians to cross**
- **Vehicles drop passengers off in main stream traffic**

Google

- 
- **Positive – Evesham town centre a busy daytime location, high number of trips into and out of town centre. Good for small businesses**
 - **Negative – traffic levels in Evesham town centre build throughout morning. No off peak during business hours. Afternoon school and evening commuter traffic follows on from high off peak traffic levels. Journey time reliability poor**