

Travel Patterns

Current patterns

There are over 3300 households in Braunton alone, with over 3400 cars and other vehicles.

In addition to local traffic there are large numbers of vehicles either travelling through or stopping to visit the village.

The way in which people travel and their key destinations has a big impact on the overall traffic flows through the village.

A high proportion of the people who live in Braunton travel to work in Barnstaple. In the summer, traffic flows through Braunton are 30% greater than the winter levels.

Many travel problems in Braunton itself centre around car parking. Braunton Parish Council are investigating car parking issues relating to their car park.

The questionnaire showed us your movements:

	In Braunton	Outside Braunton	Walking	Cycling	Bus	Taxi	Car	Other
School or College	20%	3%	66%	9%	18%	0.4%	45%	3%
To Work	30%	16%	20%	13%	6%	0.4%	85%	5%
Other Services, i.e. Hospital / Health Centre	51%	14%	49%	7%	14%	3%	74%	3%
Shops in Braunton	93%		76%	14%	4%	1%	45%	2%
Shops outside Braunton		87%	2%	4%	21%	1%	91%	2%

These were multiple-response questions. % represents the number of people who ticked each option.

Outside of Braunton, Barnstaple is the most important destination for those travelling to work, shops and services.

Travel to Barnstaple is the biggest problem for many because of traffic congestion; particularly getting to the hospital because of poor bus services, access and parking.

Traffic flows on main roads in Devon are measured by automatic traffic counters, located at strategic sites. The data recorded indicates that over the past year, Devon's traffic has grown faster (3%) than the national average (2.5%). However, this growth is most significant on trunk roads rather than the other road categories. One of these counters is located at Ashford on the Braunton to Barnstaple road, and this indicates that total traffic has actually reduced by 1% in the last ten years. By comparison, the total traffic flow on Eastern Avenue in Barnstaple has increased by 32% over the same period. However, the traffic counter also illustrates that summer traffic on the A361 Braunton to Barnstaple road has increased. The average daily August flows have increased by 5% in the same ten year period.

Factors that may influence patterns in the next five years

Barnstaple Western Bypass

This long-awaited scheme is likely to open in 2007. It will bring much needed congestion relief to Barnstaple and its travel-to-work area which includes Braunton. We can expect significant improvement on journey times between Braunton and Barnstaple and vice versa.

Bus Priority Measures

Proposed bus lane and priority measures for Braunton Road, Barnstaple, will improve reliability and punctuality for bus users along the A361 corridor.

Traffic Flows

It is extremely difficult to predict future traffic flows in Braunton and the surrounding area in view of the following:

- 1) Peak congestion occurs in the summer and so weather is a factor;
- 2) The Western Bypass will reduce journey times to Braunton and the coastal area and therefore will undoubtedly increase the number of local trips;
- 3) Development within the area, such as foodstores and industry will generate changes in travel patterns.

It is not unreasonable to predict that congestion flows on main routes in Braunton are likely to increase during the life of this plan.

ACTIONS

- 1* ➔ To recognise the importance of local travel between Braunton and Barnstaple and the positive effect that tackling congestion in Barnstaple will bring to the Braunton community.
- 2 ➔ To promote bus priority measures between Barnstaple and Braunton to encourage an increase in this mode of travel.
- 3 ➔ To support the development of a wider route-management strategy to help control peak summer flows in Braunton. For example:
 - Improved travel information
 - Bray Valley holiday route
 - Bus partnership with main tourist attractions.

*For location references to some recommendations, see map on page 15.