

Transport Assessment

Pencroft Earth Moving – Martley Road (B4204), Martley, Worcestershire

Extension of existing steel-framed workshop and construction of two new commercial buildings (Use Class E)

Using existing access onto Martley Road

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Contents

1 Executive Summary

1.1 Key findings are:

2 Introduction

2.1 Purpose of this report

2.2 Site and proposal overview

3 Planning Policy and Guidance

4 Site Context and Existing Conditions

4.1 Location and land uses

4.2 Existing access and highway characteristics

4.3 Existing traffic flows and speeds

4.4 Collision review

5 Proposed Development

5.1 Description of development

5.2 Development inputs (gross floorspace)

6 Trip Generation and Highway Impact

6.1 Committed development and baseline

6.2 Forecasting approach

6.3 Indicative trip generation calculation

6.4 Network impact

7 Access, Visibility and Highway Safety

7.1 Access arrangements

7.2 Visibility splays

7.3 Road safety

8 Parking, Servicing and Cycle Provision

9 Sustainable Travel Measures

10 Construction and Temporary Impacts

11 Summary and Conclusions

12 Appendix A – Key baseline survey results (Martley Road, Nov 2022)

13 Appendix B – Highway Authority position on adjacent approved scheme (summary)

1 Executive Summary

1.1 This Transport Assessment (TA) has been prepared to accompany a planning application for development at the existing Pencroft Earth Moving/industrial yard site on Martley Road (B4204), immediately east of Martley.

The proposal comprises:

- Extension to the existing steel-framed workshop building (Pencroft Ltd) (180m²) to provide additional internal space for vehicle and plant maintenance/repair only, with no increase in staffing.
- Two new commercial buildings (Use Class E) on land adjacent to the established yard: Building 1 of 288m² with 12 parking spaces, and Building 2 of 576m² with 23 parking spaces.
- Continued use of the existing priority access onto Martley Road (B4204), with no alteration to the junction geometry.

1.2 The assessment is based on the previously accepted Highway Assessment Report for a nearby/related scheme at the same access and the Highway Authority's most recent consultation response for the approved Phase 2 development. The TA uses the existing traffic surveys, visibility assessments and collision review previously accepted by Worcestershire County Council (WCC) and presents an updated trip generation and parking strategy for the current proposal.

1.1 Key findings are:

- The existing access is long established and serves an active transport/haulage and industrial yard. Visibility is constrained by alignment and vegetation on bends; however, recorded 85th percentile speeds are substantially below the national speed limit and WCC previously accepted the achievable splays as adequate subject to a visibility splay condition.
- No fatal or serious injury collisions were recorded in the vicinity of the access in the 60-month period reviewed in the previous assessments; one slight injury collision occurred approximately 500–520m west of the access and was not attributable to highway design.
- Using a proportionate, robust and conservative approach to forecast additional vehicle activity, the net uplift in daily traffic on Martley Road is forecast to remain within typical daily traffic fluctuations for a B-class rural road, and the access is expected to continue to operate comfortably within capacity. The updated calculation forecasts approximately 140 two-way vehicle movements per day from the new Class E floorspace, with a conservative sensitivity test of approximately 169 two-way vehicle movements per day if all additional floorspace is treated as trip-generating.
- On-site parking, servicing and turning can be accommodated within the site/yard area, avoiding the need for reversing onto the public highway. Cycle parking and EV charging can be provided in line with WCC parking standards.
- The development can be supported by a short Travel Welcome Pack to encourage sustainable travel choices where feasible, consistent with WCC's approach on the approved adjacent scheme.

2 Introduction

2.1 Purpose of this report

2.1.1 This TA assesses the transport and highway implications of the proposed development, identifies any mitigation that may be required, and demonstrates that the proposal would not result in severe impacts on the local highway network.

2.2 Site and proposal overview

2.2.1 The site is located on the B4204 Martley Road, immediately east of the settlement of Martley, near Worcester. The established yard includes a transport/haulage operation with existing industrial buildings and hardstanding. The proposal would intensify and diversify employment uses through an extension to an existing workshop, one 288m² Class E building and one 576m² Class E building on adjacent land, while retaining the existing vehicular access.

3 Planning Policy and Guidance

3.1 This TA has been prepared with regard to relevant local and national policy and standard transport/highway design principles. Key considerations include: highway safety, capacity, suitable access, and promoting sustainable travel where practicable.

4 Site Context and Existing Conditions

4.1 Location and land uses

4.1.1 The site forms part of an existing commercial/industrial yard accessed directly from Martley Road (B4204). The surrounding context is predominantly rural, with intermittent frontage development and agricultural land.

4.2 Existing access and highway characteristics

4.2.1 Access is via an existing priority junction with the B4204. The access is wide and has a hard surface suitable for HGV operation. Within the vicinity of the access the carriageway accommodates two-way traffic, with a footway on the southern side immediately west of the access and verges elsewhere. The posted speed limit is 60mph, reducing to 30mph approximately 78m west of the access.

4.3 Existing traffic flows and speeds

4.3.1 Automatic traffic counts undertaken on Martley Road (12–25 November 2022) recorded the following two-way flows in the vicinity of the access:

Location	7-day average (two-way, veh/day)	5-day average (Mon–Fri, two-way, veh/day)
West of access	2,218	2,484
East of access	2,218	2,479
Average in vicinity	2,218	2,481

4.3.2 Recorded 85th percentile speeds were substantially below the national speed limit (approx. 38mph eastbound and 35–36mph westbound), supporting the continued safe operation of the existing access notwithstanding substandard visibility against 60mph design values.

4.4 Collision review

4.4.1 In the previously accepted assessments, no fatal or serious injury collisions were identified in the vicinity of the site access for the preceding 60 months up to 23 February 2024. One slight injury collision was recorded approximately 500–520m west of the access in July 2021 involving a pedestrian and a car; it was not considered to indicate a highway design issue.

5 Proposed Development

5.1 Description of development

5.1.1 The proposal comprises:

- Extension (180m²) to an existing steel-framed workshop to increase internal maintenance space for plant and equipment (no material increase in employment or parking demand)
- Building 1 – new 288m² Class E (light industrial/office) unit with 12 parking spaces
- Building 2 – new 576m² Class E (light industrial/office) unit with 23 parking spaces
- Associated parking, servicing, cycle parking and landscaping.

The existing access onto Martley Road would be retained as the sole vehicular and pedestrian access.

5.2 Development inputs (gross floorspace)

5.2.1 The development inputs used for this assessment comprise a 180m² workshop extension, one 288m² Class E unit and one 576m² Class E unit. Total new Class E floorspace is therefore 864m². The total additional built floorspace is 1,044m², including the 180m² workshop extension; however, the workshop extension is not expected to be materially trip-generating because it provides additional internal repair/maintenance space only and will not increase staffing.

Element	Use class	Gross floorspace (m ²)
Workshop extension	Ancillary workshop / vehicle maintenance	180
New Building 1	E(g)	288
New Building 2	E(g)	576
Total proposed additional floorspace		1,044
Of which new Class E floorspace assessed for trip generation	E(g)	864

6 Trip Generation and Highway Impact

6.1 Committed development and baseline

6.1.1 The Highway Authority has recently issued a no-objection response for a Phase 2 development at this access (Ref M/24/00216/FUL), and noted an earlier Phase 1 approval (Ref 23/00284/FUL). Those approvals represent committed development and set an important context for the acceptability of incremental traffic growth at this established access.

6.2 Forecasting approach

6.2.1 Given the rural location, the established commercial yard use, and the variety of potential Class E occupiers, a proportionate and conservative forecasting approach is adopted, grounded in the traffic surveys

previously accepted by WCC. The approach is as follows:

- Use the previously accepted Phase 2 estimate of +62 daily two-way vehicle movements (5-day average) for approximately 382m² gross floorspace.
- Scale this conservatively in proportion to the new Class E floorspace, which is the element most likely to generate new staff/visitor/service trips.
- Recognise separately that the 180m² Pencroft workshop extension is for internal repair and maintenance capacity and will not increase staffing.
- Provide a sensitivity calculation based on the total additional floorspace, including the workshop extension, to demonstrate that even a worst-case approach would not materially affect the operation of Martley Road.

This method intentionally errs on the side of caution for the purposes of planning.

6.3 Indicative trip generation calculation

6.3.1 Indicative additional daily vehicle movements (5-day average) have been calculated using the previously accepted Phase 2 rate:

$$\text{Additional vehicles/day} = (\text{New Class E floorspace} \div 382\text{m}^2) \times 62$$

Using the updated Class E floorspace of 864m², this equates to:

$$\text{Additional vehicles/day} \approx (864 \div 382) \times 62 \approx 140 \text{ two-way veh/day (5-day average).}$$

This is considered a robust assessment because the 180m² workshop extension is for additional internal maintenance space, with no material increase in staffing or parking demand.

For completeness, a further sensitivity test has been undertaken using the total additional floorspace of 1,044m² (including the non-staff-generating workshop extension):

$$\text{Sensitivity additional vehicles/day} \approx (1,044 \div 382) \times 62 \approx 169 \text{ two-way veh/day (5-day average).}$$

Even this sensitivity test should be viewed as conservative, as it treats the workshop extension as if it generated traffic in the same way as a new commercial unit, which is not the operational reality.

6.4 Network impact

6.4.1 Using the baseline weekday (Mon–Fri) two-way flow of approximately 2,481 vehicles/day on Martley Road, the forecast percentage uplift can be calculated as:

$$\text{Impact (\%)} = (\text{Additional vehicles/day} \div 2,481) \times 100$$

On this basis, an additional 140 vehicles/day from the updated Class E floorspace would represent an uplift of approximately 5.6%. The sensitivity test of 169 vehicles/day would represent an uplift of approximately 6.8%.

Assuming a typical peak-hour concentration of around 10% of daily movements, the updated proposal would generate in the order of 14 two-way movements in the busiest hour, with the sensitivity test generating approximately 17 two-way movements. This level of additional activity is modest and would be readily

accommodated by the existing access and local highway network.

Even under the sensitivity assumptions, the additional traffic generated by the proposal is expected to remain within the range of daily variation on a B-class road and is not anticipated to materially affect the operation of the local highway network.

7 Access, Visibility and Highway Safety

7.1 Access arrangements

7.1.1 The existing priority access would be retained with no change to junction geometry. The access is wide and suitable for HGV use, reflecting the current yard operations. On-site layout should ensure that delivery vehicles can enter, turn and exit in forward gear.

7.2 Visibility splays

7.2.1 Previous assessments identified achievable visibility of approximately 78.0m to the west (towards eastbound traffic) and 71.5m to the east (towards westbound traffic), measured from a 2.4m set-back and 1.05m driver eye height. These splays have been accepted by WCC in the context of recorded operating speeds and collision history, and were secured by condition on the approved scheme.

7.3 Road safety

7.3.1 The collision review indicates no pattern of personal injury collisions associated with the access. With modest additional traffic on an existing industrial access, and with the visibility splays maintained clear of obstruction, the proposal is not expected to result in adverse highway safety outcomes.

8 Parking, Servicing and Cycle Provision

8.1 Parking and servicing will be provided within the site boundary as follows:

- Workshop extension: no new formal spaces are proposed; the existing operational yard provides ample parking and the extension is to increase internal maintenance space rather than staff/desk accommodation.
- New Building 1 (288m²): 12 marked spaces (including visitor provision) on the formally laid out car park.
- New Building 2 (576m²): 23 marked spaces (including visitor provision) on the formally laid out car park.
- Total new marked parking: 35 spaces.

In addition, the site layout should demonstrate:

- EV charging provision (active or passive) in line with WCC requirements.
- Secure cycle parking close to building entrances.
- Refuse and delivery arrangements that avoid obstruction of the access and public highway, and allow vehicles to enter/exit in forward gear.

9 Sustainable Travel Measures

9.1 Given the scale of development, a full Travel Plan is not considered proportionate. However, consistent with WCC's approach on the approved scheme, a short Travel Welcome Pack is recommended and can be secured by condition. This can include: local bus/rail information (where applicable), cycle route advice, car sharing guidance, and information on safe pedestrian access.

10 Construction and Temporary Impacts

10.1 Construction traffic will be managed to minimise disruption to Martley Road. A short Construction Traffic Management Plan (CTMP) can be submitted prior to commencement, addressing: delivery hours, wheel washing, on-site contractor parking, and the routing of HGVs.

11 Summary and Conclusions

11.1 This TA concludes that the proposed workshop extension and two new Class E buildings can be accommodated on the existing Pencroft Earth Moving site using the established access onto Martley Road, without giving rise to unacceptable highway safety or capacity impacts. The key reasons are:

- The access is long established and already serves commercial/industrial uses including HGVs.
- Recorded traffic speeds are lower than the posted 60mph limit and collision history does not indicate an access-related safety concern.
- Forecast trip generation (approximately 140 two-way veh/day from the updated Class E floorspace, with a conservative sensitivity test of approximately 169 two-way veh/day if all additional floorspace is treated as trip-generating) is modest in the context of existing flows on Martley Road and previously committed development.
- On-site parking and servicing can be accommodated within the site, including 12 marked spaces for Building 1 and 23 marked spaces for Building 2, together with turning to avoid reversing onto the public highway.
- The 180m² workshop extension is for internal vehicle and plant repair/maintenance space only and does not increase staffing or staff-related parking demand.
- Sustainable travel measures (cycle parking and a Travel Welcome Pack) can be secured by condition.

Accordingly, there are no transport or highway grounds on which an objection could reasonably be sustained, subject to standard conditions relating to visibility splays and a Travel Welcome Pack.

12 Appendix A – Key baseline survey results (Martley Road, Nov 2022)

12.1 Two-way flows:

- 7-day average: 2,218 vehicles/day
- 5-day average (Mon–Fri): approx. 2,481 vehicles/day (average of east and west count sites)

85th percentile speeds (approx.):

- Eastbound: 38.2mph
- Westbound: 35.5–35.9mph

Achieved visibility from access:

- 78.0m to the west (towards eastbound traffic)
- 71.5m to the east (towards westbound traffic)

13 Appendix B – Highway Authority position on adjacent approved scheme (summary)

13.1 In its consultation response for M/24/00216/FUL (23 April 2024), Worcestershire County Council concluded it had no objection to the proposed Phase 2 development at this access, subject to conditions. Key points included acceptance of the visibility splays given recorded speeds, a limited collision history, and the view that combined Phase 1 and Phase 2 traffic increases would be within normal daily flow variation on the B4204. Conditions included provision/maintenance of visibility splays and submission of a Travel Welcome Pack.