

Alresford Watercress Festival

Sunday 21st May 2017

TRAFFIC MANAGEMENT PLAN

(Draft Version 1)

INTRODUCTION

The Traffic Management Plan has been prepared following a process of consultation with the following parties;

- Hampshire Constabulary
- Winchester City Council
- Hampshire Highways

The Traffic Management Plan sets out the requirements and provisions to be implemented to achieve the most efficient and safe movement of vehicles on the public highways around the festival plus the efficient movement of vehicles on to and off the site during the festival.

The Traffic Management Plan is developed from the preceding years' experience. The lessons learned during previous festivals and the information provided by the above parties has now been used to develop the Traffic Management Plan. This process of review and development will take place on a continual basis.

The Traffic Management Plan details provisions to cater for the additional traffic expected to attend the area during the festival.

The Traffic Management Plan is a working document reflecting the responses of the Management Team to a variety of issues affecting the flow of traffic around the area. This document reflects the planning and agreement to date. There may be issues that arise between the writing of this document and the implementation of the plans.

No alterations to the enclosed plans will be made without consultation with Hampshire Constabulary and Winchester City Council and those affected by any changes.

CONTENTS OF THIS PLAN

1. The Event
2. Traffic Levels and Expected Peaks
3. The Site
4. Areas Available for AWF Parking
5. Traffic Flow
6. Access to AWF Car Parks from Main Road Network
7. Emergency Access & Egress
8. Vehicle Routing
9. Road Closures and One Way Orders
10. Route Signage
11. Pedestrian Access
12. Resident Vehicle Access
13. Shuttle Buses
14. Stagecoach Hampshire Buses – Re-routing (Routes 64 & 67)
15. Vehicle Movements Around/To/From Site
16. Publicity for Traffic Plan
17. Communications
18. AWF Website & Printed Programme - Guidance to Public

1. THE EVENT

The Alresford Watercress Festival is held annually on one day, the third Sunday in May. In 2017, it will be held on Sunday 21st May. The festival starts around 0930/1000hrs and draws to a close around 1600hrs. The majority of the public will start to arrive around 0930hrs. The usual length of stay is 3-4 hours. Most of the public will have left the site by 1600hrs.

Before the arrival of the general public, there will be a build-up of traffic attending the site delivering the temporary structures and equipment to the event. The arrival of Hampshire Farmers Market, stallholders in East and West Streets and Station Road, the cookery demo trailer, main stage and performers will create issues that will require some traffic measures.

2. TRAFFIC LEVELS & EXPECTED PEAKS

Over the period of the festival, there will be different levels of traffic flow.

0600 – 0900hrs - Hampshire Farmers Market stands, other food and non-food stands, the Main Stage and cookery demonstration unit arrive on site. Bands performing on the Main Stage will arrive from 0830hrs for sound-checks. Most vehicles will arrive via East Street and West Street. When unloaded, all vehicles are moved to the AWF car parks located at Perins, along The Soke and a stretch of East Street. We have detailed plans for vehicle movements around/to/from the festival site (see Section 15 below).

0900 – 1000hrs – Morris dance sides, Sun Hill School pupils and other performers will arrive at the car park designated for them (East Street Car Park in a field opposite Long Barn).

The numbers of performers' vehicles arriving on site has never caused significant problems to the traffic plan. Although there is a curfew for all vehicle movement on site from 0900hrs onwards, this is not seen as a significant problem for the Traffic Management Plan.

0930 – 1100hrs - There is a heavy initial flow of the public attending the festival; this reduces to a steady flow as the morning progresses. In 2009 (a wet day) and 2010 (a dry day), there were about 10/12,000 visitors of whom over 2,000 visitors parked at Ropley Station and used the Park and Ride scheme operated by the Watercress Line. Nonetheless, in 2010, about 1,500 vehicles entered New Alresford and Old Alresford to use the festival's other car parks. There were similar numbers in 2014. In 2014, over 100 vehicles parked along The Avenue causing obstructions and damage to grass and other vegetation. To avoid a repetition, in 2015 (and each subsequent year) we have obtained a Road Closure Order for The Avenue and all vehicles (except those displaying an AWF Vehicle Pass, Stagecoach buses and residents of The Avenue, Pound Hill and The Dean) will be denied access between 0600 and 1800hrs.

1600 – 1800hrs – the movement of vehicles from various AWF car parks back to the site to load stalls, the Main Stage and mobile cookery demonstration unit. When loaded, these vehicles will leave the site. By 1600hrs, most of the public will have left the festival site and this vehicular movement is reasonably easy and safe. Nonetheless, all drivers will be instructed to observe a 5mph speed limit. Marshals will be present to direct all vehicles around the site.

3. THE SITE

Previously, the main site of the festival has been Broad Street in New Alresford. This land is looked after and monitored by the New Alresford Town Trustees. The festival has been staged on this site in each of the previous ten years and has expanded considerably during that time. Due to increased visitor numbers, West Street and East Street were included from 2007. We added Station Road in 2010.

The festival site is served by one A class road and two B class roads. The B3046 runs north to Basingstoke. The B3047 runs via East Street through Bishops Sutton to the A31 leading to Alton, and via West Street to the A31 leading to Winchester and the M3 junctions 9 & 10.

4. AREAS AVAILABLE FOR AWF PARKING

Based on previous experience, if the weather is fine or wet, we should expect upwards of 12/15,000 people and a vehicle count of approx 2,500/3,000 vehicles in the AWF car parks.

If weather conditions are such that the AWF car parks become waterlogged, we are not able to use alternative sites. All those travelling by Ropley Park And Ride are transported on the Watercress Line or coaches from Ropley railway station to New Alresford. The coach service was introduced in 2013 and helps with peaks.

The capacity in the AWF car parks has never been reached despite the high levels of vehicles attending. The AWF car park capacities are:

- Abbotstone Road – (Hollingbery Field) in Old Alresford (approx 450 vehicles)
- Stratton Bates Playing Field - Grange Road (approx 550 vehicles)
- East Street Car Park – a field opposite Long Barn (approx 600 cars)
- Watercress Railway Line - Ropley (approx 2,000 vehicles)
- Alresford Station Car Park – for railway staff and Blue Badge holders
- Perins Car Park - for stallholders
- The Dean (lay-bys outside offices/factories) – for coaches only

Abbotstone Road AWF car park (Hollingbery Field) will be accessed by those approaching from Basingstoke and some approaching via Abbotstone. Those coming from Cheriton and Winchester will be directed to the Ropley Park & Ride and/or AWF car parks at Stratton Bates and East Street. Vehicles approaching from the east via Alton will be directed to Ropley and the Watercress Line and the AWF Park and Ride. In addition, the Alresford Station Car Park will be for railway staff and Blue Badge holders.

5. TRAFFIC FLOW

Previous experience suggests the following patterns of arrival to the site:

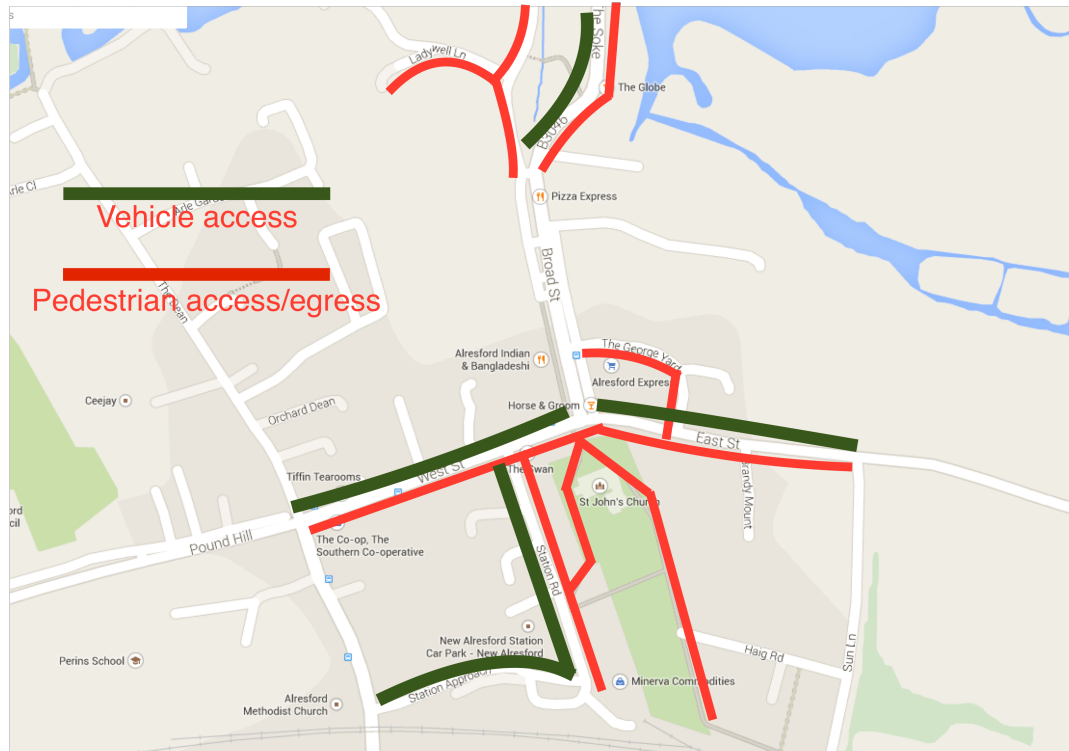
- Traders and performers start arriving from 0600hrs.
- General public will start arriving in large numbers from 0900hrs until 1100hrs; the flow thereafter will be steadier.
- General public will start leaving the festival from 1500hrs onwards.

6. ACCESS TO AWF CAR PARKS FROM MAIN ROAD NETWORK

- **Stratton Bates Playing Field** - access to this AWF car park will be via Cheriton and A31/M3. Vehicles from Cheriton will travel north past Alresford Golf Club along Jacklyn's Lane turning left in to Grange road. Vehicles travelling from Winchester via The Avenue will be directed along New Farm Road on to Jacklyn's Lane and left in to Grange Road.
- **Abbotstone Lane (Hollingbery Field)** - vehicles travelling south will have access to this car park via the Candovers through Old Alresford. Others may approach from the Worthies.
- **Ropley Station Park And Ride** - vehicles travelling west on the A31 will be directed in to the parking field at Ropley Station. This may also attract some visitors travelling east who would access it via the Alresford By-pass.
- **East Street Car Park** – vehicles will approach this car park from the A31 and be directed through Bishops Sutton.

7. EMERGENCY ACCESS & EGRESS

Emergency access and egress for the festival will be using routes agreed with Winchester City Council and Hampshire Highways and the three emergency services. The following street map shows pedestrian access/egress to/from the main festival site in **red** and emergency vehicle access in **green**.



8. VEHICLE ROUTING

Signage for each route will be from:

Basingstoke & the Candovers

- South of Old Alresford at junction of B3064 and Abbotstone Lane.

Winchester (& M3)

- Alresford bypass roundabout.

Winchester (via Worthies)

- In Itchen Stoke at turning to Abbotstone (by St. Mary's Church)

Bramdean

- A272 at junction by Bramdean Garage

Cheriton

- Beauworth/Cheriton junction on A272

Alton (& London)

- A31 Ropley Station Park & Ride

9. ROAD CLOSURES & ONE WAY ORDERS

As part of the signage specification, all access roads leading from the A31 towards the festival will have signs to affirm that access to New Alresford is restricted and roads ahead are closed. The following roads will be closed or subject to one way orders from 0600 to 1800 hrs on Sunday 21st May 2017:

- **Avenue** - from its junction with New Farm Road to that with Jacklyns Lane
- **Broad Street** - entire length to junction of Soke with Bighton Lane
- **East Street** - to its junction with Sun Lane
- **West Street** - to its junction with Jacklyns Lane
- **Jacklyns Lane** - from its junction with West Street to its junction with Grange Road
- **Bighton Lane** – to its junction at the northern end of the Soke with B3046
- **Drove Lane (one way East>>>West)** – entire length from Avenue to Abbotstone Lane

Barriers (and “Road Ahead Closed” signs) will be situated at various junctions:

- **Avenue and New Farm Road** (to manage access along Avenue for AWF stall-holders, entertainers, residents of The Avenue, Pound Hill, those wishing access to Arlebury Park Playing Fields and the sports centre at Perins and The Dean plus Stagecoach buses)
- **Jacklyn's Lane and West Street** (to manage stallholder vehicles and those delivering Main Stage, Cookery Demo Unit, tables and chairs)
- **Grange Road and Jacklyn's Lane** (to manage access for Stagecoach buses, residents of Station Approach, Station Road, Blue Badge holders and others authorised to park at Station Car Park)
- **East Street at the junction with Sun Lane** (to manage access for those with stalls/pitches on East Street incl. Petting Farm, Climbing Wall, etc)
- **Bighton Lane at junction with northern end of The Soke** (to manage access to site for shuttle bus from Hollingbery Field car park and traders & chefs parking along The Soke and prevent parking along Bighton Lane)
- **Drove Lane at its junction with The Avenue and at its junction with Abbotstone Road**

Road closures and one-way orders have been applied for from Winchester City Council to assist in the management of traffic at the Festival. They are being discussed and agreed with the police, the local parish council, and Winchester City Council Highways Department.

10. ROUTE SIGNAGE

Route signage to the festival will concentrate on the following categories.

- Traders and performers
- Members of the public looking for public parking
- Blue Badge holders

11. PEDESTRIAN ACCESS

Pedestrian access to the centre of the festival (Broad Street):

- from the Stratton Bates Car Park will be via Grange Road into Jacklyn's Lane, up Station Approach, into Station Road, across West Street into Broad Street. There will also be a FREE shuttle bus to/from the festival site.
- from Abbotstone Road Car Park is along the footpath past the Fulling Mill, turning left past the memorial gardens, into Ladywell Lane, turning right into Mill Hill exiting into Broad Street. There will also be a FREE shuttle bus to/from the festival site.
- from East Street Car Park along the footpath in to East Street (approx 200ms)
- From Ropley Park and Ride, passengers will board a train at Ropley and alight at Alresford, walk down Station Road into West Street. There will also be a shuttle coach service running from Ropley that will drop passengers at Perins bus bay.

12. RESIDENT VEHICLE ACCESS

As we have sought various Road Closures and One-Way Orders, we will put in place arrangements for residents of properties directly affected to be able to drive their vehicles away from/back to their properties during the period the roads are closed (or one-way) on Sunday 21st May 2017 (0600 – 1800hrs). Residents affected are those in:

- Arlebury Park (House/Mews/Barns)
- The Avenue
- Pound Hill
- The Dean (and all roads leading off The Dean)
- Drove Lane
- Bighton Lane

The total number of householders is estimated to exceed 150 and we shall alert them to the road closure and one-way orders through local publications (Alresford Forum, etc) and assure them that AWF marshals at barriers (at the junction of The Avenue and New Farm Road; the junction of Jacklyn's Lane with Grange Road; the junction of The Avenue and Drove Lane and the junction of Bighton Lane and The Soke) will permit them egress/access to their properties.

We estimate that most, if not all, of those wishing to move their vehicles will leave the town on the day of the festival. As in 2015 (when it worked successfully), our plan is to hand each a resident's vehicle pass as they pass through any of the barriers on exiting. They will be asked to hand this in to a barrier marshal on their return. There exists the possibility that one or two drivers seeking entry through the barriers will have left the site on a day prior to the festival and others who will be visitors to properties affected. Consequently they will not have been given a pass (on exiting). Our marshals will be expected to use commonsense and permit entry where they believe a genuine request is being made. In the final analysis, the reason for these road closure orders is to avoid any repetition of the damage done to the grass, trees, etc by indiscriminate parking along the verges of The Avenue (as over 100 vehicles did in 2014) and along Bighton Lane (as many vehicles did in 2016). Pragmatically, one or two "questionable" requests for access should be of no major concern.

There might also be some persons wishing access to Arlebury Park Sports Centre and/or the fitness centre at Perins. Again, we will instruct our marshals to use common-sense and to adopt/adapt the arrangements being made for residents (see above).

13. SHUTTLE BUSES

We are operating two shuttle bus services to/from car parks to the festival site:

- Hollingbery Field to Broad Street (drop-off/pick-up point outside the Old Fire Station)
- Stratton Bates to Perins Car Park (lower entrance on Jacklyn's Lane)

Each will be signed both at the pick-up and drop-off points.

14. STAGECOACH HAMPSHIRE BUSES – RE-ROUTING of SERVICE 64

(Note - Service 67 no longer runs on Sundays)

The festival is held on a Sunday and bus routes are altered due to the road closures in the town centre. On 21st May 2017, Stagecoach Service 64 (in both directions) will enter Alresford via The Avenue and Pound Hill and turn right into Jacklyn's Lane and then right again into Spring Gardens and right again into New Farm Road, then turn left back onto The Avenue and West to the A31. This means the bus is doing a clockwise loop each time. Stagecoach expects this may add 5 minutes to each journey, so passengers might expect possible delays.

15. VEHICLE MOVEMENTS AROUND/TO/FROM SITE

Over 150 traders will attend AWF 2017. Add the vehicles delivering the Main Stage, Petting Farm, Climbing Wall and Cookery Demo Unit plus chefs performing on the Demo Unit, bands performing on the Main Stage and we shall have around 160 vehicles entering and moving around the site from 0600 to 0900 hrs and 1600 to 1800 hrs. They will be given a short time window within which to unload/reload their vehicles and leave/return to the site from the car park designated for them (Perins, The Soke, East Street).

We are instructing all vehicles (except those with stands in East Street who will approach from the east) to approach the site from the west along The Avenue and to pass through the barrier on The Avenue at the junction with New Farm Road where they will show the marshal the vehicle pass with which they were provided prior to the festival. They will proceed along the Avenue to the junction of Jacklyn's Lane and West Street. Here they will await permission from a marshal to proceed - at a max of 5mph - to their pitch and unload. With the exception of HFM traders (who will park along The Soke) and those located on East Street (who will park on East Street), all other vehicles unloading on Broad Street, West Street and Station Road will be instructed to leave the site via Station Road and make their way to the designated parking at Perins School. The reverse arrangements will be in place for their return at the end of the day.

16. PUBLICITY FOR TRAFFIC PLAN

The routing information for the site vehicles, traders, performers, staff, and marshals will be sent out in advance of the event.

The diversion route will be advertised and advance signs will be put in place to warn regular users of the A31 of the possible traffic congestion during the festival.

17. COMMUNICATIONS

There will be a dedicated AWF control/information centre located in West Street manned by the staff aware of the operation in hand. There will be two-way radios for each of the parking area crews, street marshals and barrier marshals.

The AWF Committee works with the operational department of WCC and Hampshire Constabulary in order to produce the Traffic Management Plan. There is constant liaison to improve plans where possible. This continues throughout the planning stages into the traffic operation itself. The police provide staff to monitor the traffic operation and enforce the law. We anticipate that 3 Police officers will be on duty during the festival and will work with the Festival Team to make sure that the traffic management plans run safely.

18. AWF WEBSITE & PRINTED PROGRAMME – GUIDANCE TO PUBLIC

We have pages on the AWF website and within the printed programme that provide the public with details of how to get to the festival and road closures and one-way systems.

Author

Clive Burgess
AWF 2017 Event Manager