

TECHNICAL NOTE

Job Name: Horsham Local Plan

Job No: 331610199

Note No: TN01

Date: 27/04/2026

Prepared By: Samuel Ampomah

Reviewed By: Paul Gebbett

Subject: Review of Traffic Data and recommended adjustment to matrices

1. Introduction

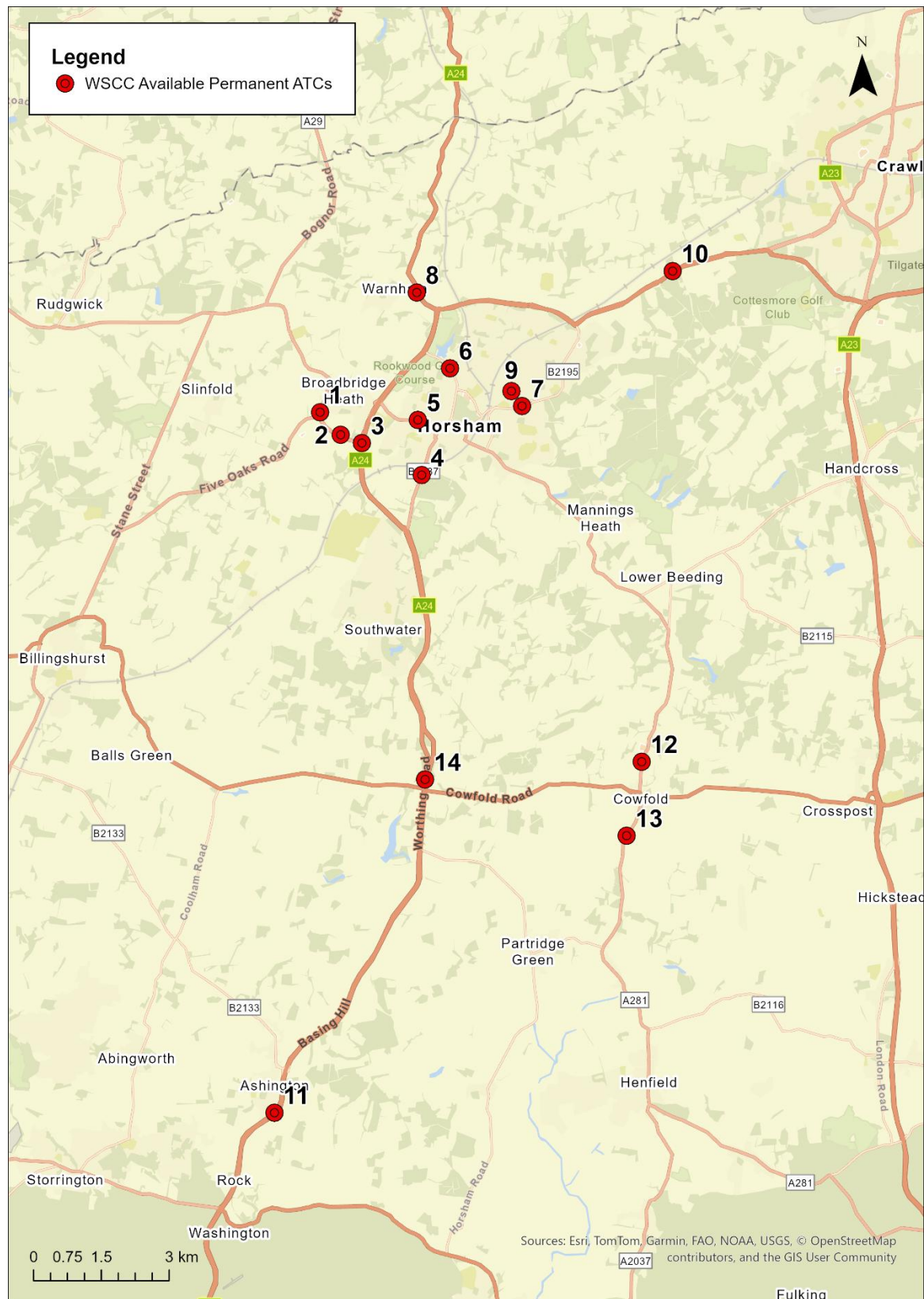
- 1.1. The purpose of this note is to present a review of the traffic levels within Horsham District comparing 2019 levels to 2025 as well as an adopted approach to building a 2025 proxy matrix which will be used as baseline for building the 2040 Reference Case.
- 1.2. The year 2019 has been selected as the baseline for comparison as it represents the most recent validated base year of the adopted traffic model. The purpose of this assessment is to understand changes in travel behaviour following the Covid-19 pandemic, which may not be fully reflected in pre-pandemic forecast growth assumptions and inform the suitability of the model for future forecasting.
- 1.3. To assess the change of predicted Horsham Local Plan forecasts and observed traffic growth, a comparison of neutral month traffic flows for 2019 with those for 2025 is compared against the traffic demand growth included in the Horsham Local Plan Reference Case scenario.

2. Local Count Data

- 2.1. Automatic Traffic Count (ATC) data within Horsham District for May 2019 was compared against the most recent available ATC data for May 2025 and, where necessary, October 2025. This comparison was undertaken to assess changes in underlying traffic demand and travel trends between the 2019 base year and the year 2025. The analysis was undertaken for periods consistent with the modelled peak hours, namely the AM peak hour (08:00–09:00) and the PM peak hour (17:00–18:00).
- 2.2. In instances where ATC data for May 2025 was not available at a particular location, data from October 2025 was used as an alternative, reflecting a neutral month consistent with TAG guidance. All selected survey periods excluded school half-term weeks and public holidays to avoid atypical travel behaviour. This approach ensured that the analysis was based on representative average traffic conditions and supported a robust assessment of changes in demand between the base and reference years.
- 2.3. The locations of the selected survey sites are illustrated in Figure 2-1, and Table 2-1 below highlighting the percentage growth change. These count sites are consistent with the sites reviewed in the Horsham Local Plan Transport Study Review issued in November 2023.

TECHNICAL NOTE

Figure 2-1: Local Count Data Locations



TECHNICAL NOTE

Table 2-1: Count Comparison Percentage Difference

ID	LOCATION	2019 AM Peak	2025 AM Peak	AM % Diff	2019 PM Peak	2025 PM Peak	PM % Diff
1	A281 BROADBRIDGE HEATH, BILLINGSHURST ROAD	1456	1334	-8%	1305	1235	-5%
2	BROADBRIDGE HEATH, A264 BYPASS, E. OF BUCK WAY	3160	NA		3244	NA	
3	A24 HORSHAM, BROADBRIDGE HEATH S. OF A281 R'ABT.	1580	1521	-4%	1850	1826	-1%
4	B2237 HORSHAM, WORTHING RD N. OF TOWER HILL	1402	1235	-12%	1400	1202	-14%
5	A281 HORSHAM, GUILFORD RD EAST OF MERRYFIELD DRIVE	1366	1264	-7%	1316	1241	-6%
6	B2237 HORSHAM, WARNHAM RD N. OF THE DOG & BACON PH	1571	1388	-12%	1582	1410	-11%
7	B2195 HORSHAM, HARWOOD RD JUST E. OF ELGIN CLOSE	868	828	-5%	1033	993	-4%
8	WARNHAM, A24 DORKING ROAD, JUST SOUTH OF BELL ROAD	892	850	-5%	770	680	-12%
9	HORSHAM, KINGS RD S. OF ST GEORGES GDS.	776	751	-3%	714	667	-7%
10	FAYGATE, A264 CRAWLEY RD, BY PARK ROAD	3444	3605	5%	3675	3308	-10%
11	ASHINGTON, A24, JUST N. OF LONDON RD OFF SLIP	2831	NA		2956	NA	
12	A281 COWFOLD, HORSHAM RD. (Outside of Brook Place)	886	726	-18%	792	662	-16%
13	A281 COWFOLD, HENFIELD RD., BY SINGERS FARM	546	477	-13%	589	473	-20%
14	A24 BUCKBARN, NORTH OF TRAFFIC LIGHTS	2706	2489	-8%	2931	2714	-7%
AVERAGE				-7%			-9%

- 2.4. According to the count data studied, there is a general decrease in traffic on the local road networks of 7% in the AM Peak, and 9% in the PM Peak. This sits within a range of +5% to -18% in the AM and -1% to -20% in the PM at individual locations.
- 2.5. The locations with the highest decreases are on A281 at Cowfold and on B2237 both south and north of Horsham town. It may be notable that all of these are on routes radial to Horsham town mostly used by local traffic which may contain a strong component of commuter demand to/from office based employment in and around that town - or additionally to Brighton in respect of the Cowfold sites - which is one of the trip purposes most affected by post-covid changes in working and travel habits. The locations with the lowest decreases, or an increase in one case, are located on the A24 and A264 which are Primary Route Network, mostly dual carriageway roads, which may carry a higher component of medium to longer distance traffic, although it should also be noted that there are also locations on these roads where changes more in line with the District-wide average are recorded, with differing trends at A264 Faygate in the AM and PM periods.

TECHNICAL NOTE

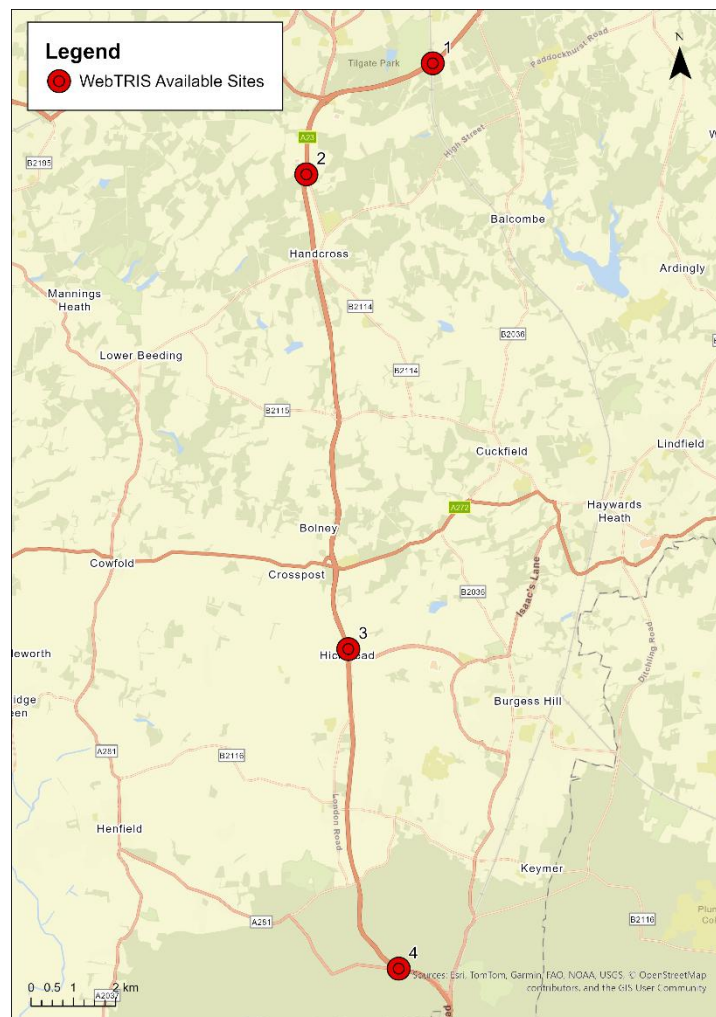
3. WebTRIS Count Data

- 3.1. Strategic Road Network traffic trends were reviewed using data from National Highways' Web-based Traffic Information System (WebTRIS) to provide strategic context for the local traffic count results. The assessment focuses on relative changes in traffic flows between 2019 and 2025 within the same timeline used for the assessment of count Local Count Data in Section 2 above. The WebTRIS monitoring sites selected are located on the A23 and M23 Strategic Road Network (SRN) which are the same sites used for the 2019 base model validation, providing methodological consistency with previously agreed modelling work.

Figure 3-1 shows the locations of the selected sites and

- 3.2. Table 3-1 summarises the percentage change in traffic trends on the SRN.

Figure 3-1: Available WebTRIS Sites



TECHNICAL NOTE

Table 3-1: WebTRIS Count Comparison Percentage Difference

ID	LOCATION	2019 AM Peak	2025 AM Peak	AM % Diff	2019 PM Peak	2025 PM Peak	PM % Diff
1	M23 BETWEEN J10A (BALCOMBE ROAD) AND J11 (PEASE POTTAGE)	5767	6117	6%	6726	6375	-5%
2	A23 AT HANDCROSS	5938	5706	-4%	6303	5855	-7%
3	A23 AT HICKSTEAD SB	2728	2651	-3%	3844	3310	-14%
4	A23 AT DALE HILL NB	2735	2699	-1%	2337	2405	3%
AVERAGE				0%			-7%

- 3.3. Based on data from the selected sites, traffic on the selected SRNs shows an overall reduction of approximately 7% during the PM peak and no change during the AM peak.

4. Summary and Recommended Approach for Forecast Model

- 4.1. The traffic count evidence indicates marginally reduced traffic demand post-2019. Local road flows, which predominantly represent internal-internal movements, show greater reductions than flows on the Strategic Road Network, which is primarily used by internal-external trips.
- 4.2. The highway model was validated to a 2019 base year. To develop the 2025 present-day matrix, base-year observed demand matrices will be factored to reflect demand growth between 2019 and 2025.
- 4.3. Separate growth factors will be applied to the AM and PM peak matrices to reflect observed and anticipated differences in peak-period demand growth. This approach aligns with TAG Unit M4 guidance on producing Reference Case forecasts using proportionate methods, retaining validated base-year spatial demand patterns while applying forecast-year growth assumptions. (TAG Unit M4, Appendix B.3.4 Option 2).
- 4.4. TAG Unit M4 Appendix B.3.4 notes that analysts may:
- “2. Apply adjustments to a forecast year model to produce a new scheme opening year forecast, or the first required forecast year, that include a COVID-19 impact to that point. This will be the new pivot off which further forecast years are based.”*
- 4.5. For the AM peak, a 7% reduction will be applied to internal–internal trips (i.e. trips wholly within Horsham District). All other trips will remain unchanged, reflecting the broadly stable traffic conditions observed on the strategic road network, which primarily accommodates internal–external movements between 2019 and 2025.
- 4.6. For the PM peak, a uniform 7% reduction will be applied to all trips, representing a conservative adjustment that balances reductions observed on both local roads and the SRN.

TECHNICAL NOTE

- 4.7. This will then produce 2025 present-day forecast matrices which will form the basis for construction of the 2040 Reference Case. From this adjusted demand position, committed development within Horsham District and neighbouring authorities will be added in accordance with agreed development trajectories. The assumptions on committed development and committed infrastructure will be agreed with Horsham District Council (HDC) and West Sussex County Council (WSCC) to ensure consistency with the Local Plan evidence base.
- 4.8. As uniform adjustments are being undertaken to produce the 2025 present-day forecast model, but there are some difference trends on roads with local traffic, especially those radial to Horsham Town (strong reductions) versus those with more medium or longer distance traffic, PRN routes (A24, A264) and especially the SRN (A23/M23) corridor (less change), commentary on the impact of this will be made when undertaking the analysis of Local Plan development scenarios, and reported as appropriate within the Transport Assessment.
- 4.9. Background traffic growth beyond committed development will be applied using TEMPro version 8.1. TEMPro growth factors will be applied to zones outside Horsham District to reflect forecast growth in neighbouring authorities, ensuring that external demand growth is consistent with the latest Department for Transport forecasts.
- 4.10. The Reference Case highway networks will include all committed infrastructure schemes agreed with HDC and WSCC. The combined application of observed post-COVID demand adjustments, committed development, committed infrastructure, and TEMPro-based background growth will produce a robust 2040 Reference Case that accords with TAG guidance and provides a suitable benchmark against which Local Plan development impacts can be assessed.