

27/11/2019

From: Jonathan Botham
Sent: 27 November 2019 13:31
To: Hilary Saunders
Cc: 'Vic Craven'
Subject: projected traffic movements

Good afternoon Mrs Saunders

Please find attached our estimates on traffic movements. I hope this is what is required.

Best regards

Mr J. S. Botham
Director

www.botham.co.uk

Botham's
of **WHITBY**

Projected Traffic Movement

Botham's Bakery, Enterprise Way, Whitby, YO22 4NH

General

The site is utilised Monday to Saturday with the busiest sales days being Friday and Saturday.

Public Traffic

The proposed shop and tearoom development are replacing the existing shop on the main road corner of the site. The current level of traffic is estimated at 208 per day based on 90% of sales being made to customers arriving by car. It is obviously hoped that a certain amount of increase will result from the move, with a target of 30% more sales. It is envisaged that practically all the increase will be as a result of customers arriving by car although a parking area for a coach visits and parking for bicycles will also be provided.

Total vehicular visits No. 270 per day.

This traffic begins to arrive at 08.30 increasing over the next 3 hours to its peak between 11.30 and 13.30 then dropping steadily until 14.30 by which time 95% of visits have been made.

Staff Traffic

Currently there are 5 people working in production starting at 06.00 and leaving between 14.00 and 15.00. This normally involves 3 cars.

Staff relocating from the Skinner street bakery would number around 26. As currently many of these would walk or cycle to work but we estimate there would be 15 cars.

Shop and tearoom staff are expected to number 8 cars.

Office staff would be 3 cars.

Total vehicular visits No. 26

Bakery staff start from 03.30 to 06.00 and leave between 10.30 and 14.00

Shop and tearoom staff start between 07.30 and 09.00 and leave through the afternoon up till 17.30

Office staff work 09.00 until 17.00

Delivery Traffic

Deliveries and collections would not be expected to increase significantly as the majority of the supplies delivered to the site currently are the same vehicles that will be delivering to the new bakery. This should average 8 van and 8 rigid lorry deliveries per week with a delivery by articulated lorry perhaps every 2 months.

Collections by vans and lorries at the existing Enterprise Way bakery are not expected to increase significantly and are currently about 8 – 10 per week. Monday to Friday.

Our own delivery vans would be re locating from Skinner Street and number 4 in daily use making and average total of 10 trips per day. Monday to Saturday.

Average Estimated Daily traffic movements

Source	vehicles	movements
public	270	540
staff	26	52
Deliveries & collections	9	30
total	305	622

This would be an estimated increase of 27% from current daily estimate of 490 movements

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