

Monthly Traffic Counter Report

January 2016

National Trust - Shropshire Hills

Emma Saville

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Summary

The results of the traffic counters show a steady increase in the number of visitors to most areas in January between 2013 and 2016, with New Year's Day being a popular day along the footpaths, likely due to people opting for a New Year's Day walk. Nearly all the counters produced a reliable figure and worked as they should. The data from the Burway car counter reflected the days when the snow gate was shut, with a significant decrease in the number of cars passing the counter.

Carding Mill Valley Car Counter

This reader counts the number of vehicles passing over the cattle grid at the entrance to Carding Mill Valley. This does include staff vehicles and trust vehicles; therefore the data is not entirely accurate.

Total number of vehicles passing car counter:

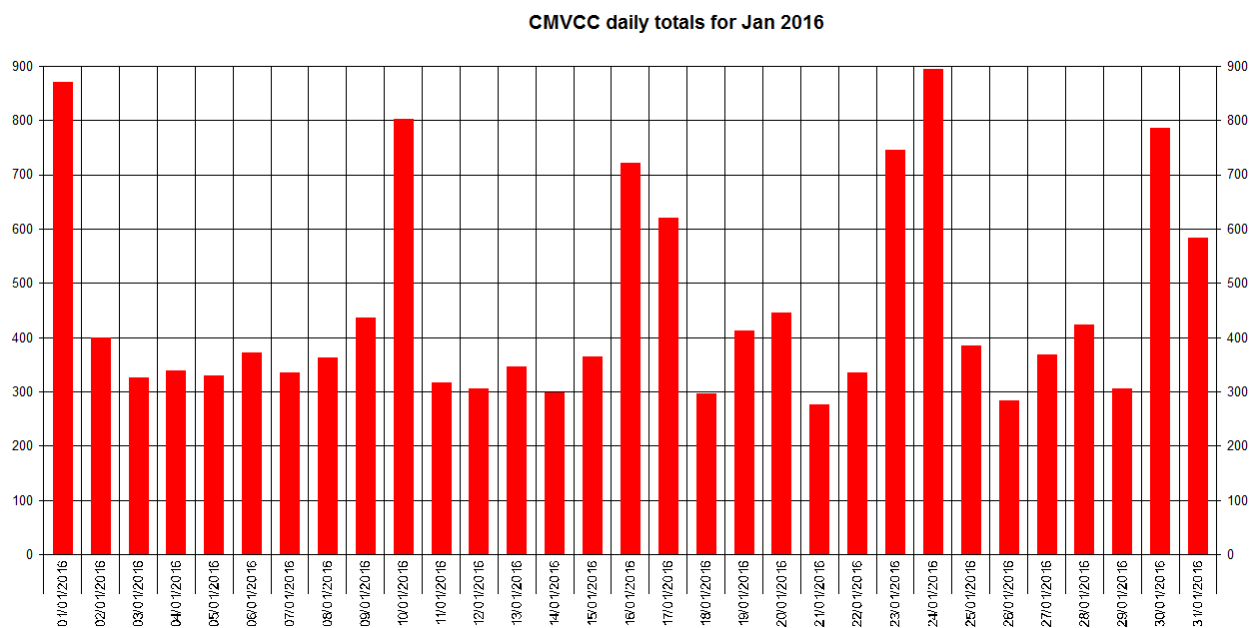
January 2013 – **No data**

January 2014 - **12087**

January 2015 – **13348**

January 2016- **14084**

This shows there has been some gradual increase in visitor numbers over the years into the valley, this could be due to increased awareness or popularity of the area or could be due to weather changes.



Busiest day:

24/01/2016- **895**

Quietest day:

21/01/2016- **277**

Carding Mill Valley Gate

This reader counts the number of visitors passing through the gate at the entrance to Carding Mill Valley next to the cattle grid.

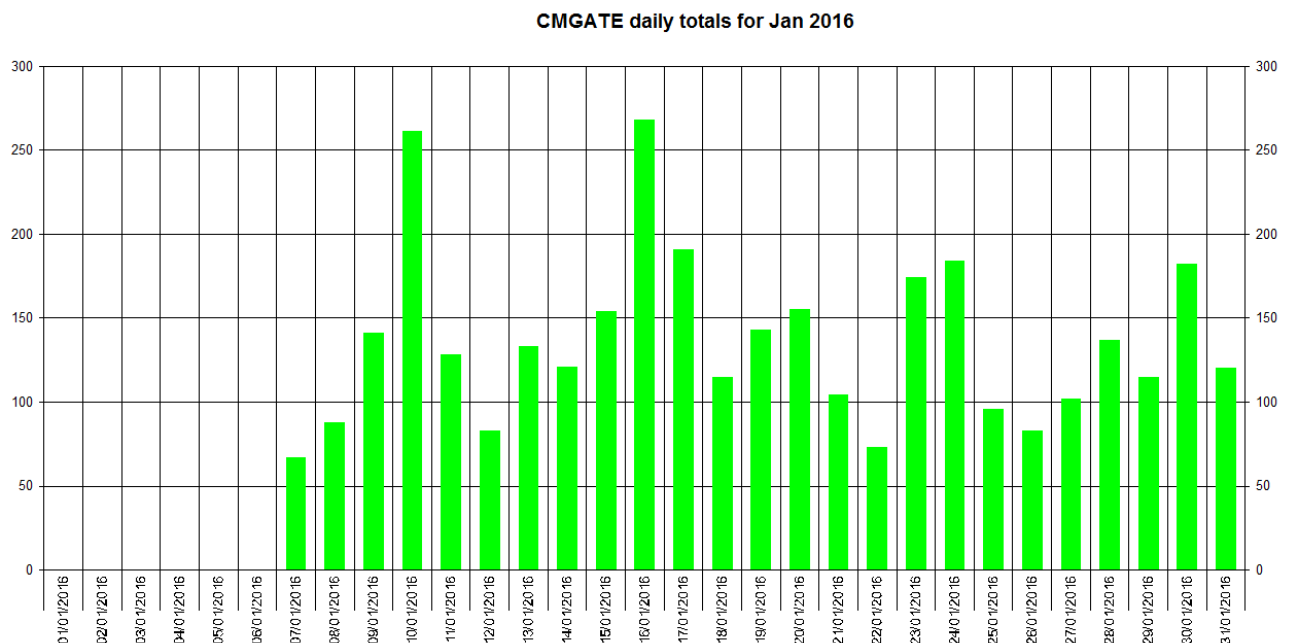
January 2013- **4972**

January 2014- **2250** (some data missing)

January 2015- **4804**

January 2016- **3418** (some data missing)

Unfortunately during the end of December and beginning of January the Carding Mill Valley Gate people counter stopped recording data for some unknown reason, therefore some data is missing at the start of January, therefore making the data unreliable and not useful for comparison to previous years.



Busiest day:

16/01/2016- **268**

Quietest day:

07/01/2016- **67**

Burway Road Car Counter

This reader counts the numbers of vehicles passing one way along the Burway road approximately 50 yards from the cattle grid.

January 2013- **3170** (some data missing)

January 2014- **2556** (some data missing)

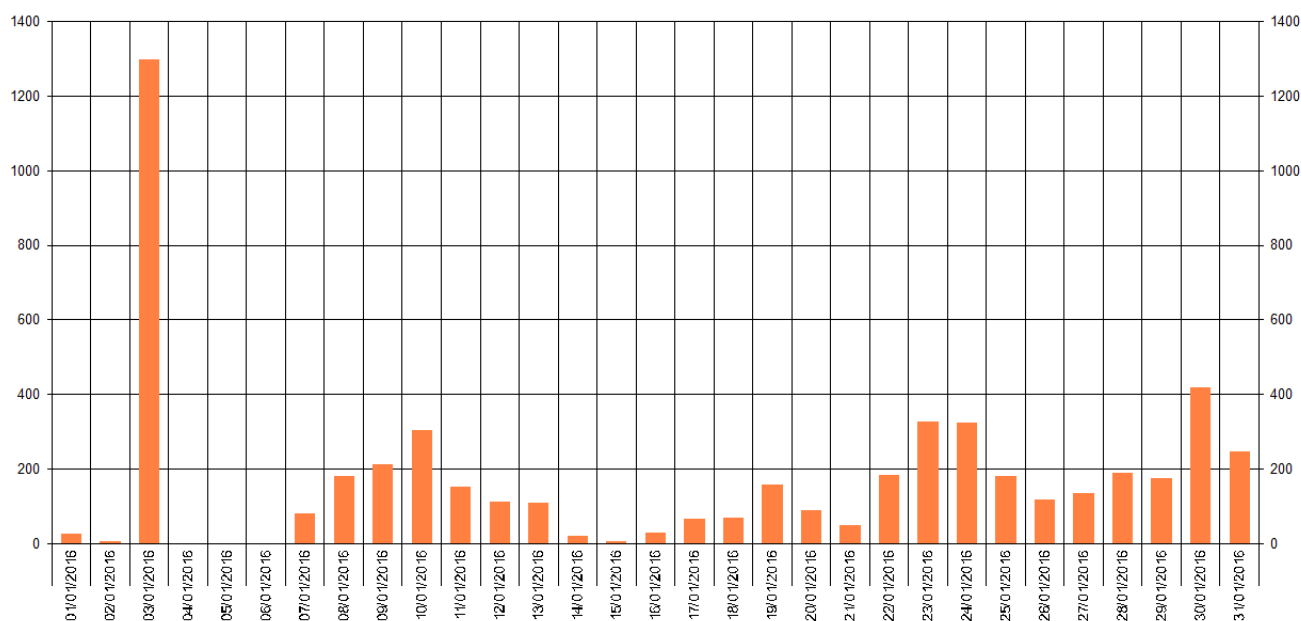
January 2015- **4180** (some data missing)

January 2016- **5265** (some data missing)

No accurate conclusions can be drawn from this data as there are different quantities of data missing from each year, with large chunks of data missing from 2013/2014 and only a small number of days showing no data in 2015/2016. This is likely to be linked with the days when the Burway is closed due to snow and ice.

In January 2016 the snow gate on the Burway was recorded as closed from the afternoon of the 13th until it was reopened on the 16th. This explains the reduction in the number of cars passing the car counter. *(Cars are still recorded when the gate is shut as the gate is not locked and some people proceed to open the gate and drive through.)*

BURWAYCC daily totals for Jan 2016



Busiest day:

03/01/2016- **1298**

Quietest day:

15/01/2016- **5**

There is a significant spike in the number of visitors travelling past the Burway Car Counter on the 3rd January, this could be taken as an unreliable anomalie or could potentially be due to weather conditions or an event.

Burway Footpath

This reader counts the number of visitors walking along the Burway footpath leading in and out of Carding Mill Valley.

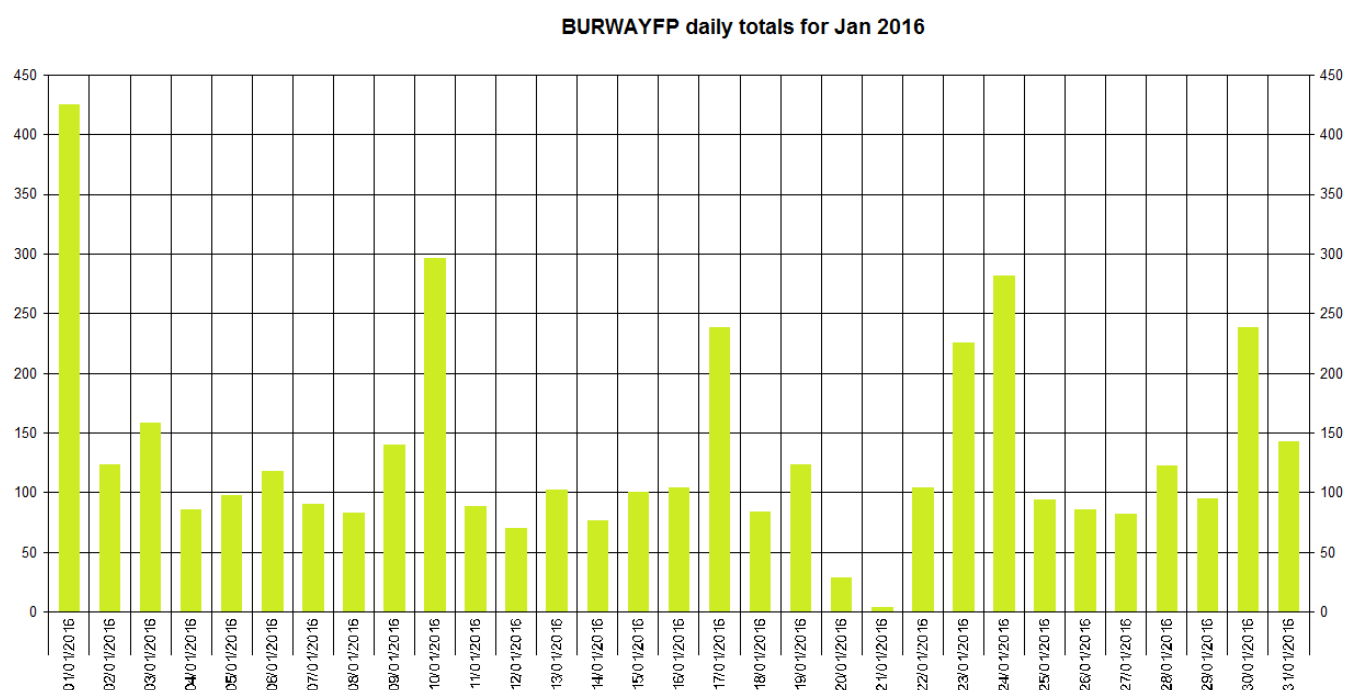
January 2013- **3297**

January 2014- **4118**

January 2015- **2985**

January 2016- **4106**

There have been steady fluctuations in the number of visitors walking along the Burway footpath, these could be due to weather changes and people's choice of recreation activity or footpath route onto the Long Mynd or to surrounding areas.



Busiest day:

01/01/2016- **425**

The busiest day was New Year's Day, this is likely due to people opting for a walk with family as it is quite a popular tradition.

Quietest day:

24/01/2016- **4**

Batch Footbridge

This counter is by the footbridge over the ford in Batch Valley, this counts the number of pedestrians entering or leaving the valley.

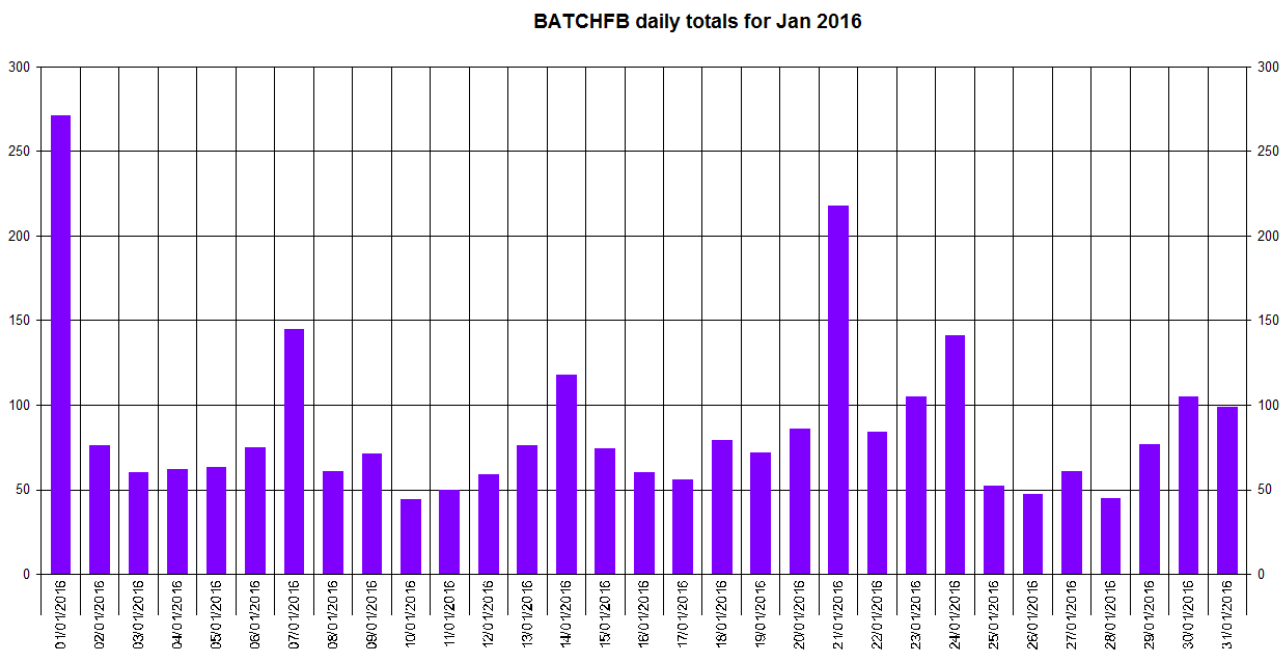
January 2013- **1661**

January 2014- **2039**

January 2015- **2476**

January 2016- **2692**

There has been a gradual increase in the numbers of visitors into Batch Valley over the years, this could potentially be due to the increased awareness of this less-known valley, or the increase in popularity of Carding Mill Valley, potentially encouraging people preferring a quieter area to visit Batch Valley rather than CMV.



Busiest day:

01/01/2016- **271** (New Year's Day)

Quietest day:

10/01/2016- **44**

Jinlye Car Counter

This reader counts the number of vehicles passing over the cattle grid at Jinlye at the top of Castle Hill.

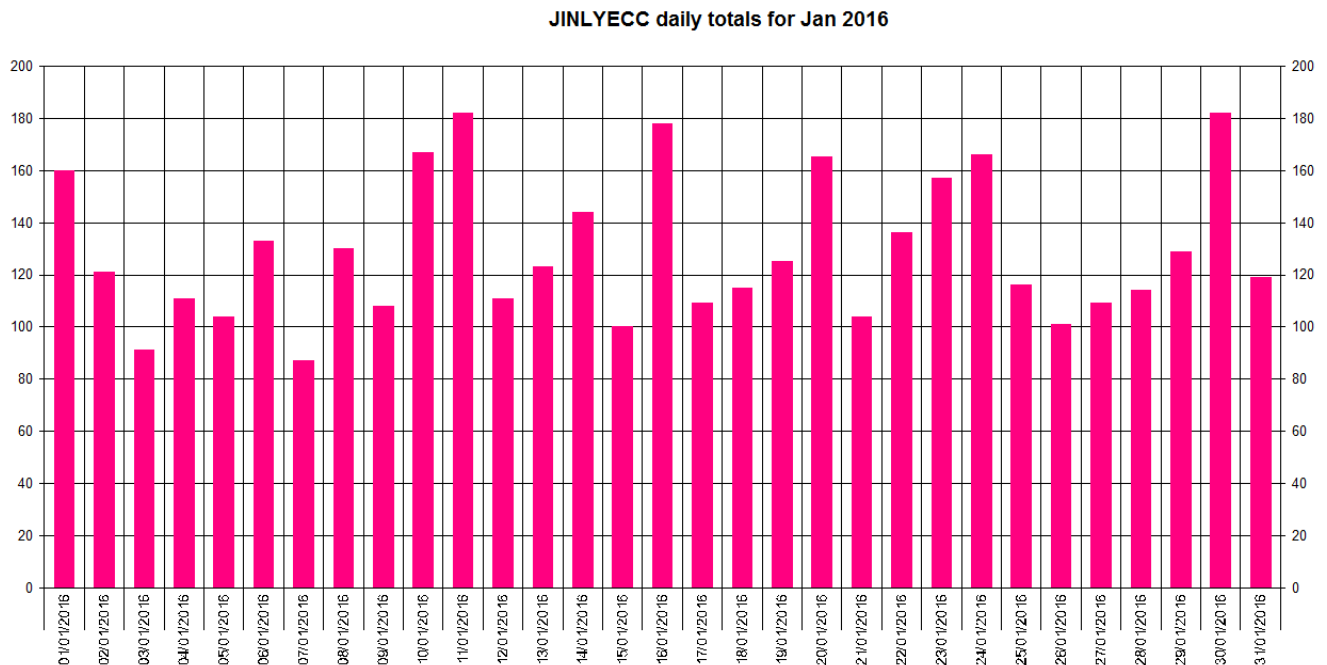
January 2013- **3259**

January 2014- **2119** (Some data missing)

January 2015- **No data**

January 2016- **3997**

There has been some increase in the number of visitors to Jinlye since 2013, not including the inaccurate data collected in 2014 and 2015.



Busiest day:

11/01/2016- **182**

Quietest day:

07/01/2016- **87**