

NNWRR - BOUGHTON VILLAGE: TRAFFIC DATA COMPARISONS SUMMARY 2025-2026

DATE:	24 July 2026		
SUBJECT:	NNWRR - Boughton Village: Traffic Data Comparisons - Summary Sep 2025 - June 2026		
PROJECT:	Boughton - NSTM	AUTHOR:	
CHECKED:		APPROVED:	

1. BACKGROUND.

Further to the meeting held on 5th August 2025 with the representatives of Boughton Parish Council (BPC) and West Northamptonshire Council (WNC), the following key terms of was agreed and informed the Memorandum of Understanding (MoU) that both parties signed on 1st October 2025.

“With a view to satisfying Condition 25 of the Planning Permission granted on 22nd September 2020 for the Northampton North-West Relief Road (NNWRR) such that the said condition may be discharged, WNC and BPC agreed that, for an 18-month period WNC would implement and monitor a traffic management scheme for ameliorating the impact of traffic from the NNWRR, in line with the proposal set out at the public consultation held in June 2025.

WNC committed to reviewing the implemented scheme with the Parish should the collected data show that traffic volumes within Boughton have increased by more than 2.1% since the opening of NNWRR (that being the level of natural growth anticipated without NNWRR traffic), allowing for an initial settling in period of 6 months from the opening of NNWRR. Monitoring of the traffic volumes will continue for 18 months following the opening of NNWRR.”

The monitoring of traffic in Boughton was also the opportunity to monitor the impact of the NNWRR at key locations to inform how planning condition 23 may be discharged by the planning authority.

“Traffic monitoring and modelling is required at a number of locations following the opening of the NWRR, and this was conditioned as part of the planning agreement as Condition 23. WNC are required to monitor traffic and undertake modelling upon implementation in accordance with the approved Traffic Monitoring Modelling Programme after 6 months and then at least annually thereafter, with findings submitted and approved by the planning authority following each monitoring period. This is also consistent with Planning requirements for all other locations where mitigation measures are required.”

Hence, West Northamptonshire Council (WNC) commissioned WSP to test the Northamptonshire Strategic Transport Model (NSTM) and assess the impact of the North-West Relief Road (NWRR) on the village of Boughton, before and after the introduction of traffic calming measures, but also at its immediate approaches.

In September 2025, WNC commissioned KIER to install automatic traffic volume counts (ATCs) at given locations to inform WSP’s monthly monitoring of the impact of the NNWRR in Boughton village.

This first summary note presents an overview of the traffic volume data observed between September 2025 and June 2026.

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2. METHODOLOGY.

Since September 2025 and up to June 2026, Kier have collected hourly classified flow data in the form of automatic traffic counters (ATCs) at the five following locations.

Figure 1 shows the count locations.

- **ATC1** - Vyse Road between A508 and Howard Lane.
- **ATC2** - Moulton Lane between Church Street and Boughton Green.
- **ATC3** - High Street, Pitsford.
- **ATC4** - Overstone Road, Moulton.
- **ATC5** - Boughton Green (included from November 2025 onwards).

Figure 1: ATC Locations.



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The average vehicle flow for AM and PM peak hours was calculated for three different ranges.

- 5-day period: Monday to Friday (weekday average peak hour).
- 7-day period: Monday to Sunday (whole week average peak hour).
- 2-day period: Saturday to Sunday (weekend average peak hour).

In line with the traffic modelling undertaken, data were analysed for the following AM and PM peak hours.

- AM Peak: 08:00-09:00.
- PM Peak: 17:00-18:00.

To ensure the data used in the analysis represents typical on-road flows, peak hour vehicle flows outside of a 10% confidence interval of the mean (per hour by vehicle class) were outliers and were excluded from the average calculations.

All ATCs have been collected for full-month periods, except for the ATC data obtained in September 2025, which was obtained for a two-week period instead of the full month; from Monday 15th to Sunday 28th September 2025. That set up the baseline to compare the impact of the NNWRR.

3. AM PEAK RESULTS.

Table 1 and **Figure 2** show the average 7-day flow in the AM peak for each ATC location since September 2025.

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Table 1: AM Peak 7-day Average Vehicle Flow (vehicles).

ATC	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
ATC 1 EB	298	253	260	275	201	218	255	203	187	239
ATC 1 WB	246	213	190	201	149	171	198	169	174	219
ATC 1 Total	544	466	450	476	350	389	453	372	361	458
ATC 2 EB	257	231	233	247	250	200	233	183	168	208
ATC 2 WB	217	195	183	189	190	160	183	151	149	191
ATC 2 Total	473	426	416	435	441	360	416	334	317	399
ATC 3 EB	279	257	288	259	255	227	276	202	217	236
ATC 3 WB	161	144	166	147	145	137	159	120	140	154
ATC 3 Total	441	401	454	406	399	364	435	322	357	390
ATC 4 EB	364	335	346	271	326	275	314	233	249	312
ATC 4 WB	324	305	324	254	326	264	309	216	248	340
ATC 4 Total	687	640	670	524	651	539	623	449	497	652
ATC 5 NB	No Data		138	173	146	151	162	129	114	143
ATC 5 SB			80	97	80	81	94	77	73	100
ATC 5 Total			217	270	226	232	255	206	187	243

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Figure 2: AM Peak 7-day Average 2-way Vehicle Flow (vehicles)

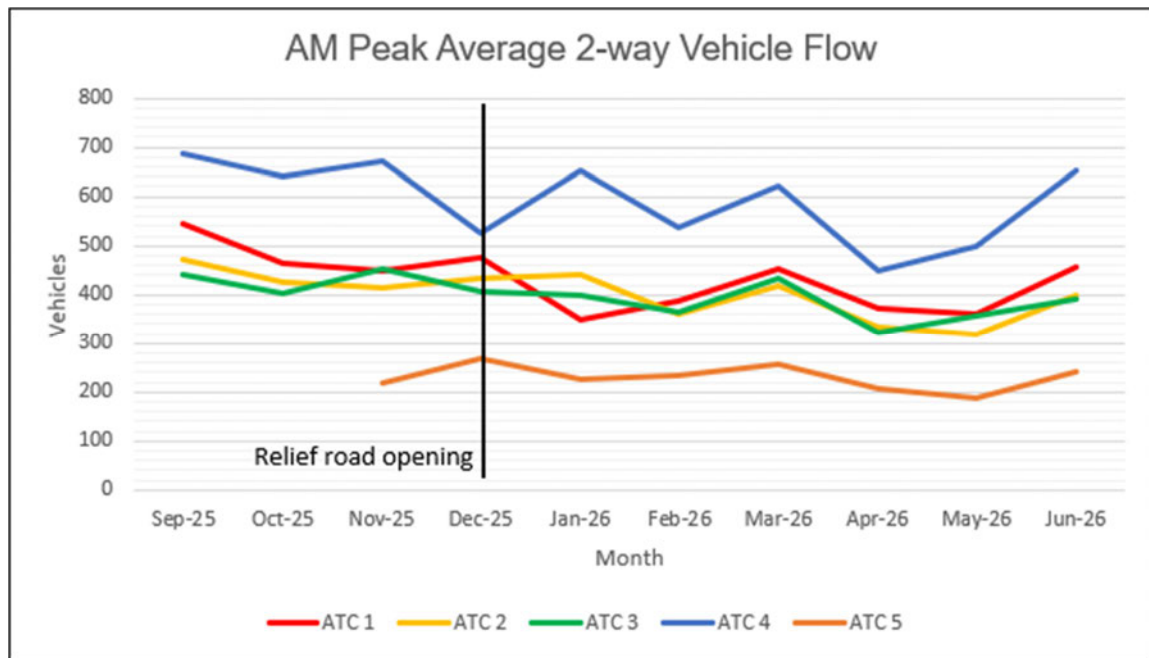


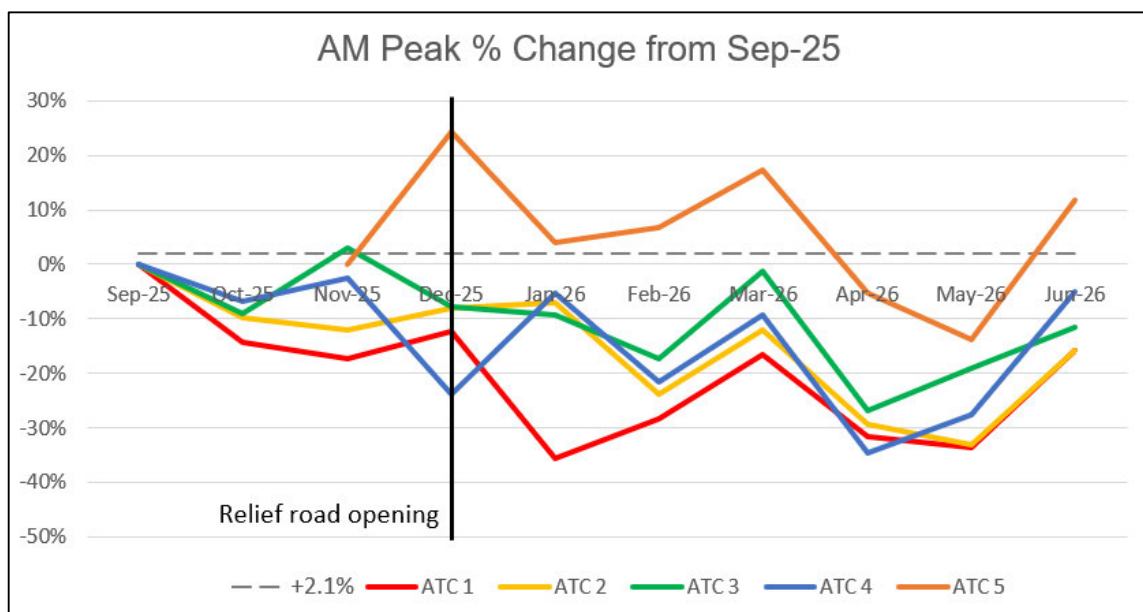
Figure 3 shows the percentage change in 7-day vehicle flows in the AM peak in each month versus September 2025. The ATC 5 flow is compared against November 2025 as this is the earliest month with data available at this location.

Although HGV flows have not been looked at in isolation, latest June 2026 data shows that HGVs make up around 0.5% of the total traffic across all sites in the AM peak.

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Figure 3: AM Peak 7-day Vehicle Flow % Change vs September 2025



All the routes show a general decrease in 2-way traffic flow in the AM peak compared to September 2025, except for ATC 5 (Boughton Green), which shows a flow increase compared to its baseline in the first few months of data collection. The larger variation in flow at this count location compared to the others is due to the low flow at this location, as seen in **Figure 2**, meaning that a similar change in total vehicles to other locations results in a greater percentage change. As there is no data for ATC 5 before November 2025, it is also difficult to confirm if November 2025 was an appropriately neutral month prior to the relief road opening to compare monthly flow against.

For ATCs 1 to 4, although variations are observed from month-to-month, all data shows a decrease in average flow in the AM peak compared to September 2025, both before and after the opening of the NNWRR.

Table 2 and **Figure 4** show a summary of the AM vehicle flows at each of the four comparable ATC sites in each direction between September 2025 and June 2026.

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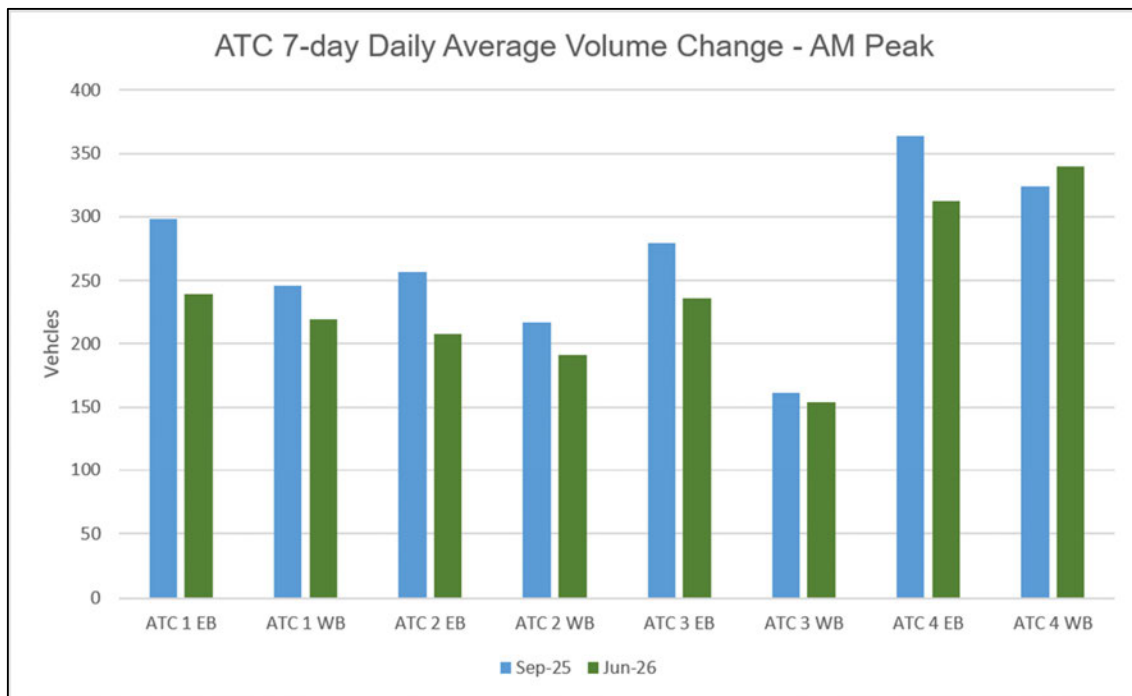
Table 2: September 2025 vs June 2026 Flows Summary - AM Peak (vehicles).

ATC	Sep-25	Jun-26	Change	% Change
ATC 1 EB	298	239	-59	-19.8%
ATC 1 WB	246	219	-27	-11.0%
ATC 2 EB	257	208	-49	-19.1%
ATC 2 WB	217	191	-26	-12.0%
ATC 3 EB	279	236	-43	-15.4%
ATC 3 WB	161	154	-7	-4.3%
ATC 4 EB	364	312	-52	-14.3%
ATC 4 WB	324	340	+16	+4.9%

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Figure 4: September 2025 vs June 2026 Flows Summary - AM Peak.



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4. PM PEAK RESULTS.

Table 3 and Figure 5 show the average 7-day flow in the PM peak for each ATC location since September 2025.

Table 3: PM Peak 7-day Average Vehicle Flow (vehicles)

ATC	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
ATC 1 EB	183	197	158	156	106	162	174	162	150	169
ATC 1 WB	310	259	233	228	152	217	244	214	195	232
ATC 1 Total	493	456	391	384	258	380	418	376	345	401
ATC 2 EB	166	174	136	132	139	138	148	137	126	147
ATC 2 WB	286	235	215	197	201	198	221	192	176	200
ATC 2 Total	452	409	351	329	340	336	369	329	301	347
ATC 3 EB	144	147	147	130	130	145	155	123	121	146
ATC 3 WB	170	142	145	130	131	139	149	123	123	136
ATC 3 Total	313	289	292	260	262	284	305	246	244	282
ATC 4 EB	278	264	253	183	246	236	252	231	226	247
ATC 4 WB	374	367	375	290	359	361	380	340	341	365
ATC 4 Total	652	631	629	473	604	597	632	571	567	612
ATC 5 NB	No Data		87	89	70	90	94	80	79	91
ATC 5 SB			142	149	123	147	163	136	123	143
ATC 5 Total			229	238	193	237	257	216	202	234

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Figure 5: PM Peak 7-day Average 2-way Vehicle Flow (vehicles).

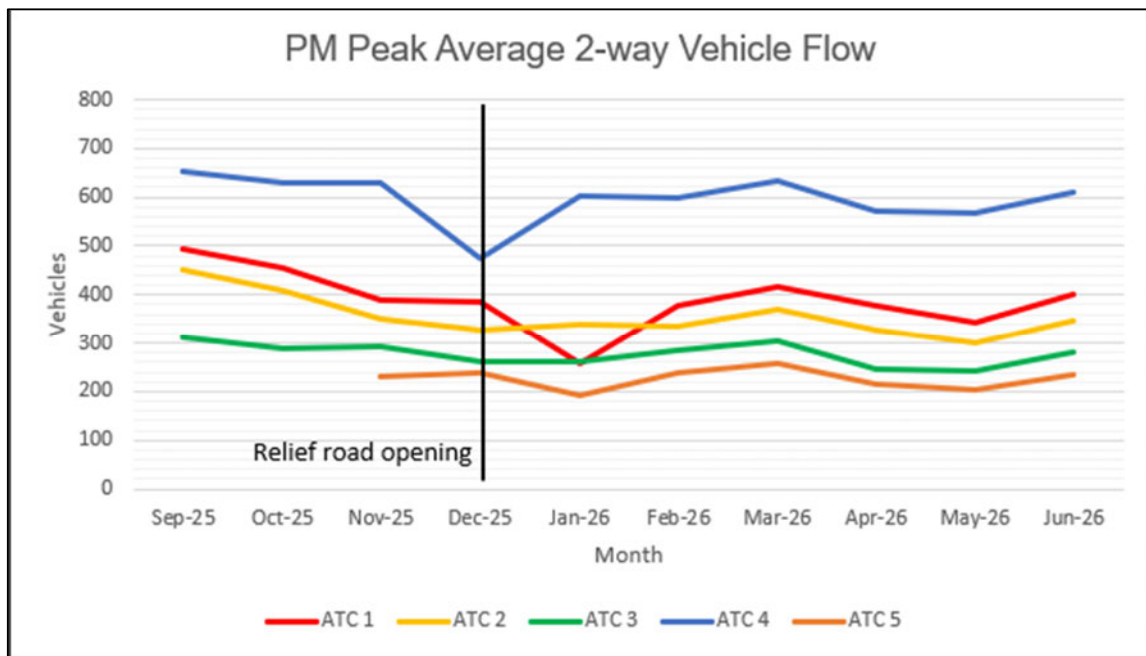


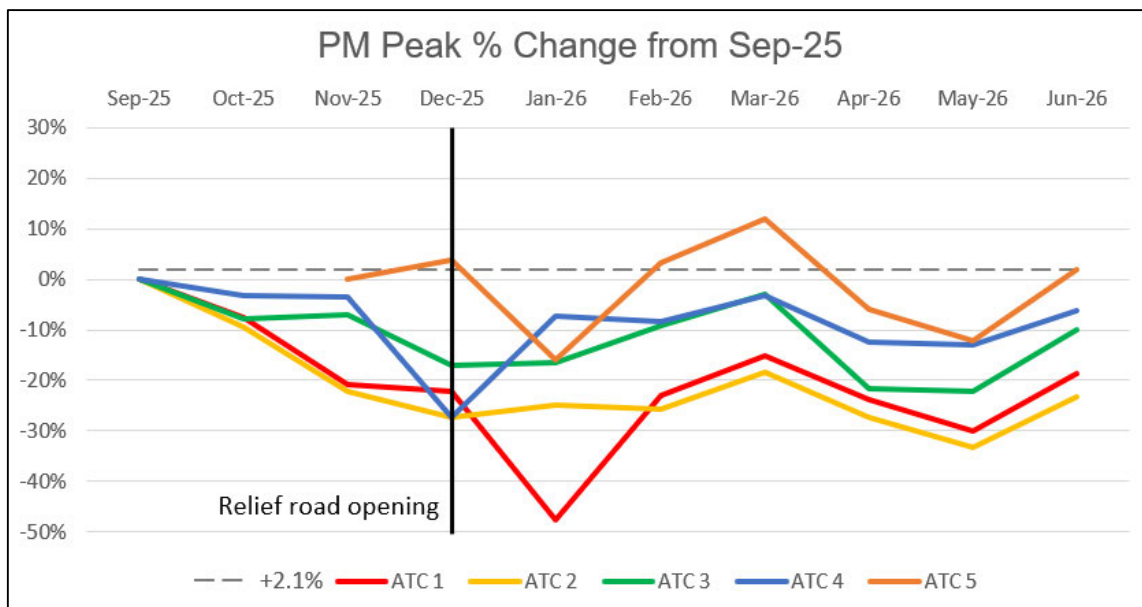
Figure 6 shows the percentage change in 7-day vehicle flows in the PM peak in each month versus September 2025. The ATC 5 flow is compared against November 2025 as this is the earliest month with data available at this location.

Although HGV flows have not been looked at in isolation, latest June 2026 data shows that HGVs make up around 0.1% of the total traffic across all sites in the PM peak.

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Figure 6: PM Peak 7-day Vehicle Flow % Change vs September 2025.



As for the AM peak, all the routes show a decrease in 2-way traffic flow in the PM peak when compared against September 2025, apart from ATC 5 (Boughton Green), which varies between positive and negative change month-on-month. After the 6-month settling in period post-opening of the NWRR, ATC 5 sits around the same traffic volume as the first recorded month's data (November 2025), with the remaining 4 ATCs showing decreases in traffic since September 2025.

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Table 4 and **Figure 7** show a summary of the PM vehicle flows at each of the four comparable ATC sites in each direction between September 2025 and June 2026.

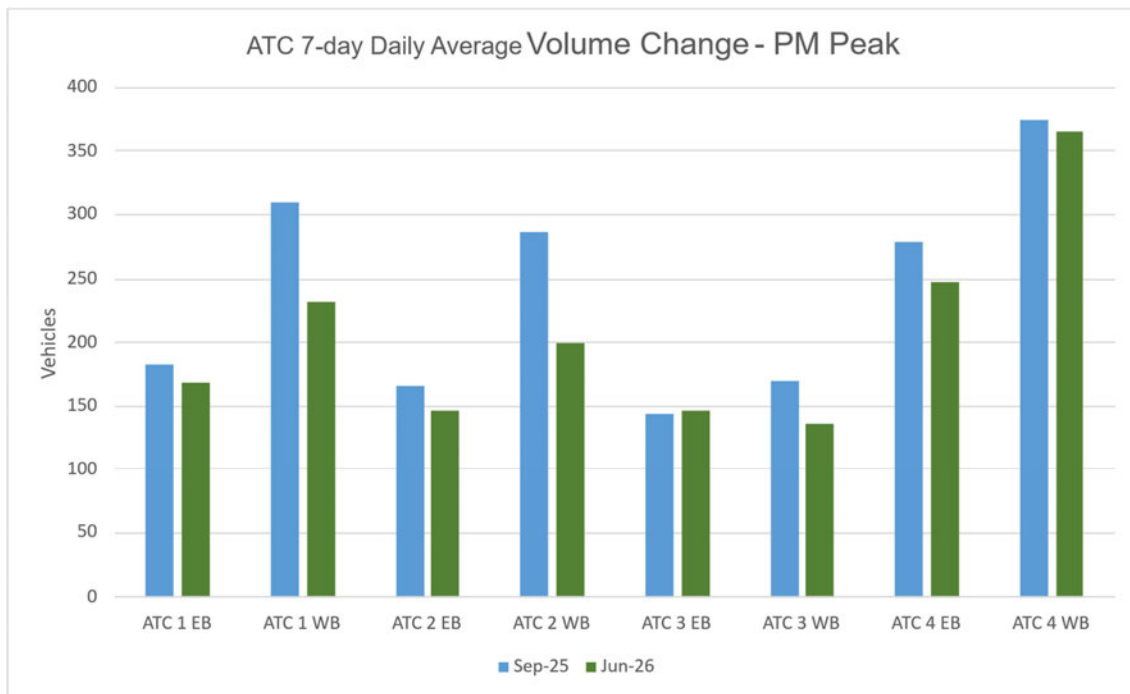
Table 4: September 2025 vs June 2026 Flows Summary - PM Peak (vehicles).

ATC	Sep-25	Jun-26	Change	% Change
ATC 1 EB	183	169	-14	-7.7%
ATC 1 WB	310	232	-78	-25.2%
ATC 2 EB	166	147	-19	-11.4%
ATC 2 WB	286	200	-86	-30.1%
ATC 3 EB	144	146	+2	+1.4%
ATC 3 WB	170	136	-34	-20.0%
ATC 4 EB	278	247	-31	-11.2%
ATC 4 WB	374	365	-9	-2.4%

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Figure 7: September 2025 vs June 2026 Flows Summary - PM Peak.



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5. SUMMARY.

WSP were commissioned by West Northamptonshire Council to undertake analysis of traffic monitoring data from five ATC sites around Boughton for the period of September 2025 to June 2026 to understand changes in traffic flows leading up to and following the opening of the NWRR.

Average AM and PM peak two-way flows were calculated for weekday, seven-day and weekend periods, with outliers removed to provide representative monthly averages. The seven-day data was presented in this report.

Overall, the results show that most monitored routes experienced a reduction in peak-period flows compared to September 2025, both before and after the NWRR opening. The exception is ATC 5 on Boughton Green, where flows fluctuate month-on-month and show occasional increases compared to its original data collected in November 2025, reflecting the limited availability of pre-opening data at this location, and lower total flows relative to the other counts.

It should also be noted that WNC implemented the agreed traffic management scheme in Boughton as per the following items.

Phase 1, November – December 2025.

- 20mph-zone in Boughton village.
- Speed cushions installed every 60m in Boughton village.

Phase 2, July – August 2026.

- Additional speed cushions in Boughton village.
- Road repairs and resurfacing in Boughton village.
- Installation of wooden bollards on the grass verge at the approach of Boughton Primary School.