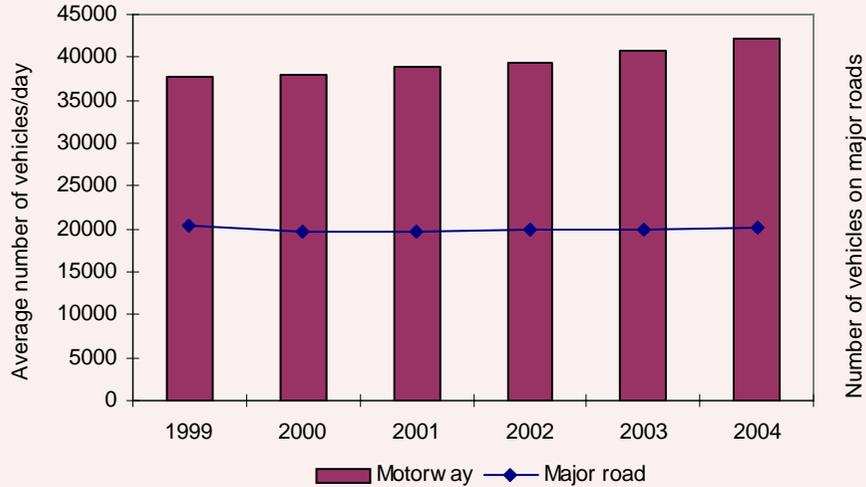
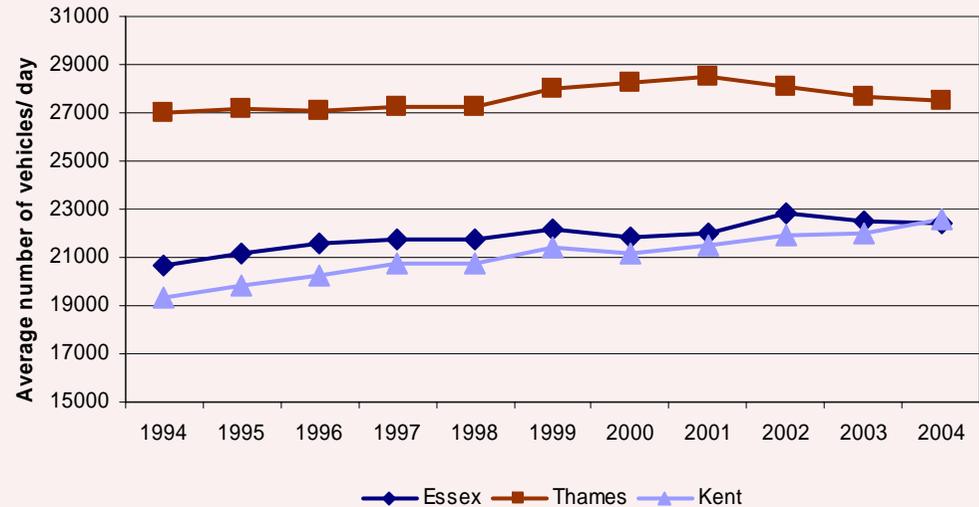


Indicator 3 Demand for road travel on the Coast

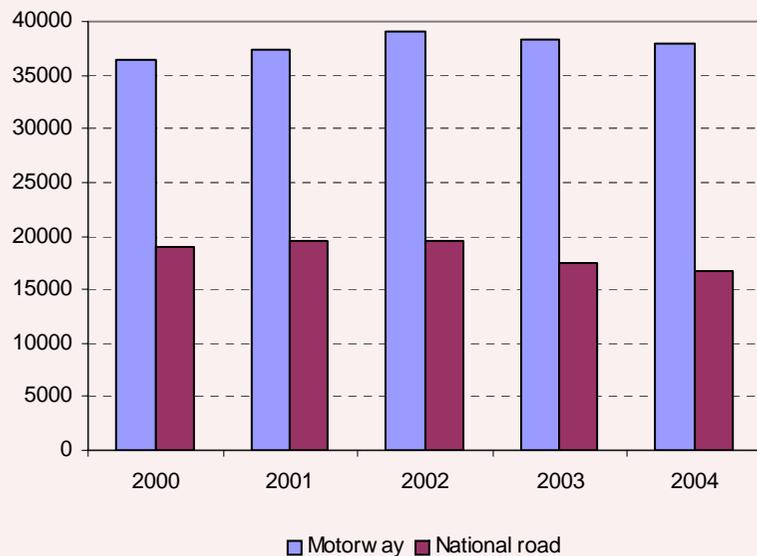
Average number of vehicles on coastal motorways and major roads - West-Vlaanderen (1999-2004)



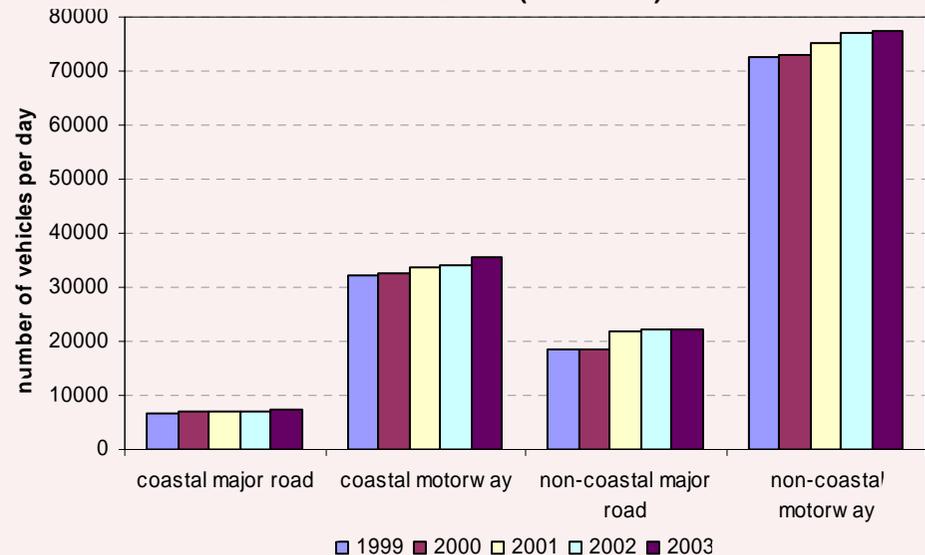
Average number of vehicles on coastal motorways and major roads - UK coastal districts (1994-2004)



Average number of vehicles on coastal motorways and major roads - Zeeland (2000-2004)



Average number of vehicles per day on coastal and non-coastal motorways (autoroutes) and major roads (routes nationales) Nord-Pas de Calais (1999-2003)



Key Message

- Intensity of traffic has remained stable on major roads at the Belgian coast (20,000 vehicles/day in 2004) while it has increased with 15% on motorways since 1999. This is associated with the increase in travel for tourism purposes. Similarly, in Nord-Pas de Calais the number of vehicles on coastal motorways increased from 27,000 to 29,000 vehicles/day) between 1999 and 2003.
- The number of vehicles on coastal motorways and major roads in Kent and Essex has increased between 1994 and 2004, particularly in Kent's coastal districts. Transport of goods between the UK and the continent plays an important role at the coast, which is at times difficult to separate from the traffic generated by tourism.
- In the coastal districts of Zeeland, traffic intensity has increased mainly in Schouwen-Duiveland which is one of the most important areas for tourism at the coast.

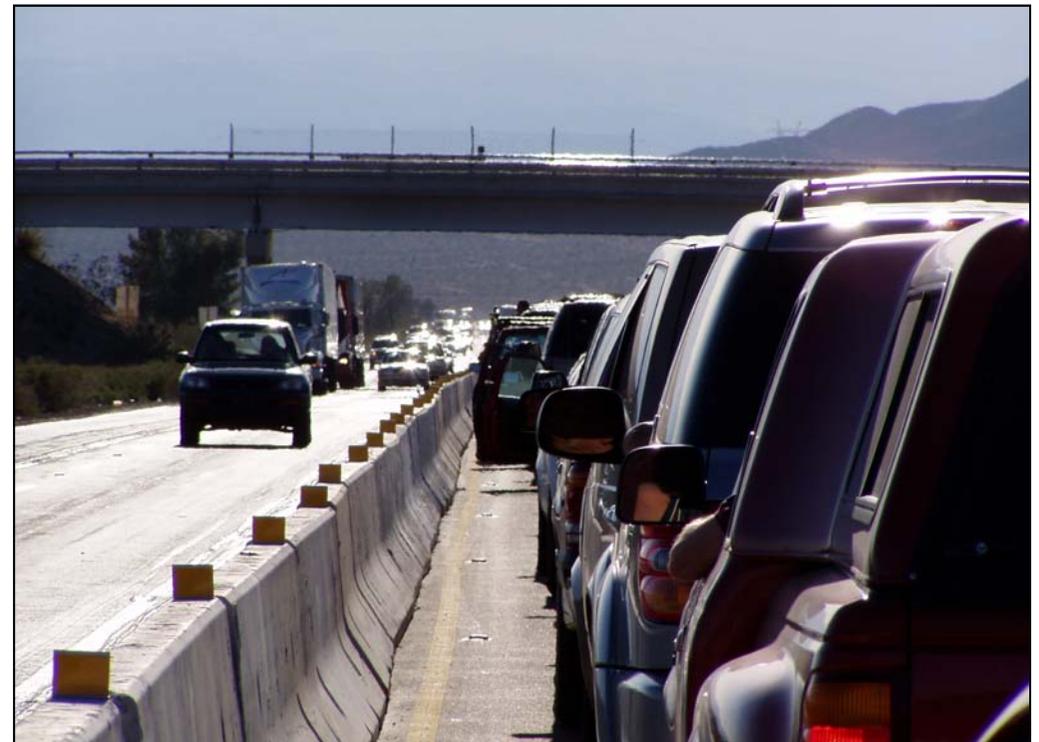
Why monitor the demand for road travel on the Coast?

A significant consequence of development at the coast is an increase in the demand for road travel which leads to pressure on existing road space and in turn to the provision of new infrastructure. Road traffic expands to fill the space allocated to it and hence over time congestion, air pollution, noise and the costs associated with maintaining the road network will all rise exponentially. The measurement should alert us to the pace at which the demand for road travel is rising and also tell us whether the issue is greater on coastal motorways and major roads than on inland ones.

Where do the data come from?

Traffic intensity at permanent measuring stations is collected mostly through national data gathering programs in support of transport policies and decision-making.

The Department for Transport in the UK supplies annual average daily flow (AADF): the average number of vehicles passing a point over a 24 hour period based on the annual average traffic flow. The 'Direction régionale de l'équipement (DRE-Nord-Pas de Calais)' in France, the 'Ministerie van de Vlaamse Gemeenschap - Leefmilieu en infrastructuur (LIN)' in Belgium and the 'Adviesdienst Verkeer en Vervoer - Ministerie van Verkeer en Waterstaat (AVV-RWS)' in The Netherlands, provide yearly averages based on workdays (5 days), weekends (2 days) or weekdays (7 days).



What does the indicator show?

In Zeeland, intensity of traffic on major roads in the coastal zone increased mainly in the district of Schouwen-Duiveland, which is one of the main tourist areas at the coast. The overall increase of traffic intensity on motorways in Zeeland between 2000 and 2004 is recorded in the hinterland measuring stations.

Intensity of traffic has remained stable on major roads at the Belgian coast (20,000 vehicles/day) while it has clearly increased on motorways since 1999 (+15%). This is associated with the increase in travel for tourism purposes (S. Goossens, LIN, Coastal Compass-Belgium).

The number of vehicles on coastal motorways and major roads in Kent districts has increased significantly since 1994. This is the case in Dartford and Gravesham (Thames Gateway) and Swale.

In Nord-Pas-de-Calais, intensity of traffic on coastal motorways is associated with transport between the three coastal cities of Dunkerque, Calais and Boulogne-sur-mer. The increase in traffic is visible on all types of roads in the hinterland, and on motorways in the coastal zone. The increase in transport of goods cannot fully explain the higher number of vehicles on coastal motorways since 1999; while the average number of trucks increased by 23%, the number of personal vehicles on these roads has increased by 7%.

International transport between the UK and the continent plays an important role in both coastal regions and it is difficult to separate from the traffic generated by tourism. However, in specific and highly popular seaside towns such as Le Touquet, where there is no international connection, traffic flow is comparable to that observed in the larger towns of Dunkerque and Boulogne-sur-mer, and even to the larger traffic flow through Calais. This again suggests the important role that tourism can play locally in generating traffic.

What are the implications for planning and managing the coast?

European Resolutions and Advices concerning transport policies (*“Common Transport Policy – Sustainable transport: Perspectives for the Future”*, December 2000), provide broad guidelines for traffic and note that it is mainly national/local transport policies that can effectively achieve targets for more sustainable modes of transport and traffic. Special attention is required for issues that affect the perceived quality of life for the population. Mechanisms to absorb peaks in road traffic during high season in tourism are often a priority for seaside towns. Promoting the use of good alternatives in public transport, strategic location of parking areas and transport to

and from beaches and other recreation areas, are major issues for local planners in coastal zones.

The introduction of ‘Motorways of the Sea’ as a competitive alternative to land transport in the framework of the Trans European Network (TEN), creates the possibility for Member States to set up short sea shipping projects. During their European chair in 2004, The Netherlands proposed the concept of ‘Motorways of the Sea’ as a quality label for coastal navigation corridors that function well.

How reliable is the indicator?

Data on traffic intensity are collected from measuring stations. Only data from permanent stations are included in the present study, in order to create a baseline and allow for a future trend analysis. Hence, coastal areas where no permanent measuring stations are installed could not be included in the analysis. The location of these stations does not always fully reflect the traffic over the total length represented by the station, nor the geographic area. The measurement is not an indicator of the environmental impact of road traffic, since it does not account for the type or the quality of the vehicles.

Increase in traffic intensity by transport of goods cannot be separated from an increase in the flow of other types of vehicles (except in Nord-Pas de Calais). Data on seasonal spreading of traffic intensity are needed in order to evaluate the effect of tourism on traffic in coastal zones.

