

Vivacity Traffic Sensors Data

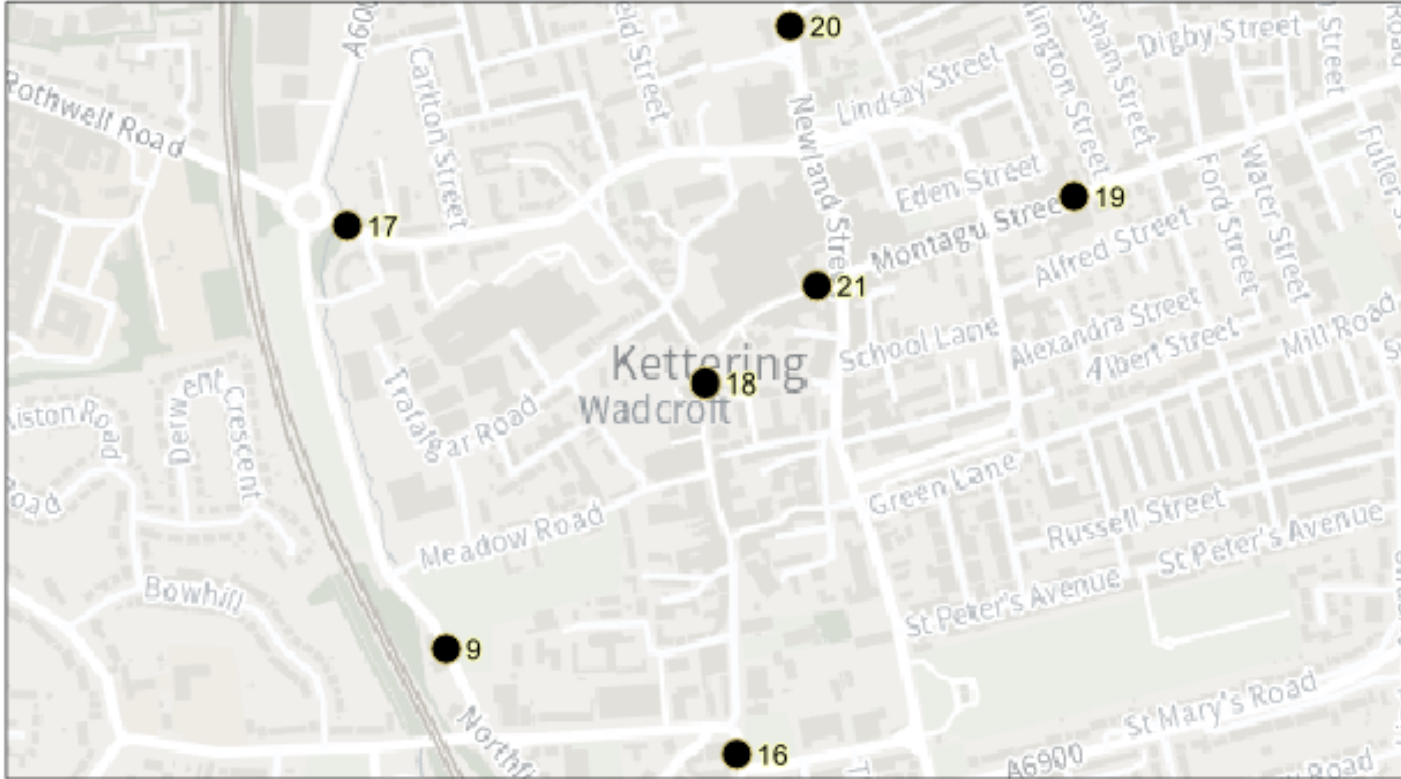
Kettering Town Centre

September 2022 – January 2023

Note: Sensors have been installed at seven gateway points to count movements in/out of Kettering town centre using Welcome Back Funding. These are able to categorise by mode of transport. This enables NNC to monitor the impact of different projects, initiatives, campaigns etc. on the town centre. Data has been gathered since September 2022. Over time more accurate comparisons will be able to drawn e.g., comparing September 2022 with September 2023, Small Business Saturday in 2022 with 2023, or the impact of Christmas campaigns from year to year. The data will also help build understanding of seasonal and other trends.

Kirsty Wilcox, Performance Support Officer

Traffic sensor locations, Kettering



Traffic sensors locations

- 9 Northfield Avenue
- 16 Sheep Street
- 17 Lower Street
- 18 High Street
- 19 Montagu Street
- 20 Rockingham Street
- 21 Gold Street



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Source: Vivacity Traffic Sensors and Contains OS data © Crown copyright 2023.



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Traffic counts by month



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September 2022

Traffic counts by sensor and class

Sensor ID	Corridor (road name)	Bus	Car	Cyclist	LGV	Motorbike	OGV1	OGV2	Pedestrian	Total Counts
S9	Northfield Avenue	1,933	549,416	2,315	58,457	2,349	2,259	463	10,757	627,949
S16	Sheep Street	5,243	447,729	5,216	45,690	2,823	2,150	508	40,521	549,880
S17	Lower Street	0	0	0	0	0	0	0	0	0
S18	High Street	3	254	6,140	254	954	162	21	230,883	238,671
S19	Montagu Street	2,541	430,863	3,481	40,993	2,979	1,726	308	23,624	506,515
S20	Rockingham Street	2,060	324,331	7,197	29,210	2,369	1,431	693	93,404	460,695
S21	Gold Street	0	0	4,445	0	481	0	0	137,006	141,932
Kettering Total		11,780	1,752,593	28,794	174,604	11,955	7,728	1,993	536,195	2,525,642
Overall percentages		0%	69%	1%	7%	0%	0%	0%	21%	100%

Data source: Vivacity Traffic Sensors, provided by North Northamptonshire Council

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October 2022

Traffic counts by sensor and class

Sensor ID	Corridor (road name)	Bus	Car	Cyclist	LGV	Motorbike	OGV1	OGV2	Pedestrian	Total Counts
S9	Northfield Avenue	1,806	563,719	2,060	57,683	1,915	2,050	438	10,442	640,113
S16	Sheep Street	5,220	458,528	4,546	46,038	2,319	2,122	512	37,670	556,955
S17	Lower Street	2,917	300,591	857	29,513	1,293	1,483	450	494	337,598
S18	High Street	2	635	5,952	457	1,126	155	35	237,066	245,428
S19	Montagu Street	2,653	442,509	3,437	41,097	2,334	1,753	327	23,510	517,620
S20	Rockingham Street	2,066	335,123	6,378	30,029	2,050	1,439	599	94,297	471,981
S21	Gold Street	0	0	3,759	0	469	0	0	140,441	144,669
Kettering Total		14,664	2,101,105	26,989	204,817	11,506	9,002	2,361	543,920	2,914,364
Overall percentages		1%	72%	1%	7%	0%	0%	0%	19%	100%

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November 2022

Traffic counts by sensor and class

Sensor ID	Corridor (road name)	Bus	Car	Cyclist	LGV	Motorbike	OGV1	OGV2	Pedestrian	Total Counts
S9	Northfield Avenue	1,624	556,069	2,209	55,942	1,362	1,972	455	9,548	629,181
S16	Sheep Street	4,585	456,052	5,049	45,669	2,352	2,085	508	34,792	551,092
S17	Lower Street	3,091	385,417	1,051	37,976	1,207	2,068	673	657	432,140
S18	High Street	13	803	5,034	578	1,061	255	40	204,908	212,692
S19	Montagu Street	2,716	432,526	2,818	39,193	1,482	1,609	276	20,158	500,778
S20	Rockingham Street	2,523	333,906	5,627	29,879	1,292	1,495	612	88,641	463,975
S21	Gold Street	0	0	2,739	0	337	0	0	115,202	118,278
Kettering Total		14,552	2,164,773	24,527	209,237	9,093	9,484	2,564	473,906	2,908,136
Overall percentages		1%	74%	1%	7%	0%	0%	0%	16%	100%

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December 2022

Traffic counts by sensor and class

Sensor ID	Corridor (road name)	Bus	Car	Cyclist	LGV	Motorbike	OGV1	OGV2	Pedestrian	Total Counts
S9	Northfield Avenue	308	103,790	1,595	9,671	1,168	391	84	8,717	125,724
S16	Sheep Street	4,160	435,196	2,986	25,905	1,520	1,522	336	34,459	506,084
S17	Lower Street	2,878	382,200	760	22,533	1,004	1,697	712	483	412,267
S18	High Street	13	444	3,609	369	710	210	17	241,219	246,591
S19	Montagu Street	2,178	410,959	1,901	21,758	1,022	1,474	168	20,767	460,227
S20	Rockingham Street	2,155	336,319	3,530	16,542	922	1,268	644	88,316	449,696
S21	Gold Street	8	2,033	2,493	306	487	15	0	135,486	140,828
Kettering Total		11,700	1,670,941	16,874	97,084	6,833	6,577	1,961	529,447	2,341,417
Overall percentages		0%	71%	1%	4%	0%	0%	0%	23%	100%

Data source: Vivacity Traffic Sensors, provided by North Northamptonshire Council

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January 2023

Traffic counts by sensor and class

Sensor ID	Corridor (road name)	Bus	Car	Cyclist	LGV	Motorbike	OGV1	OGV2	Pedestrian	Total Counts
S9	Northfield Avenue	308	103,790	1,595	9,671	1,168	391	84	8,717	125,724
S16	Sheep Street	4,160	435,196	2,986	25,905	1,520	1,522	336	34,459	506,084
S17	Lower Street	2,878	382,200	760	22,533	1,004	1,697	712	483	412,267
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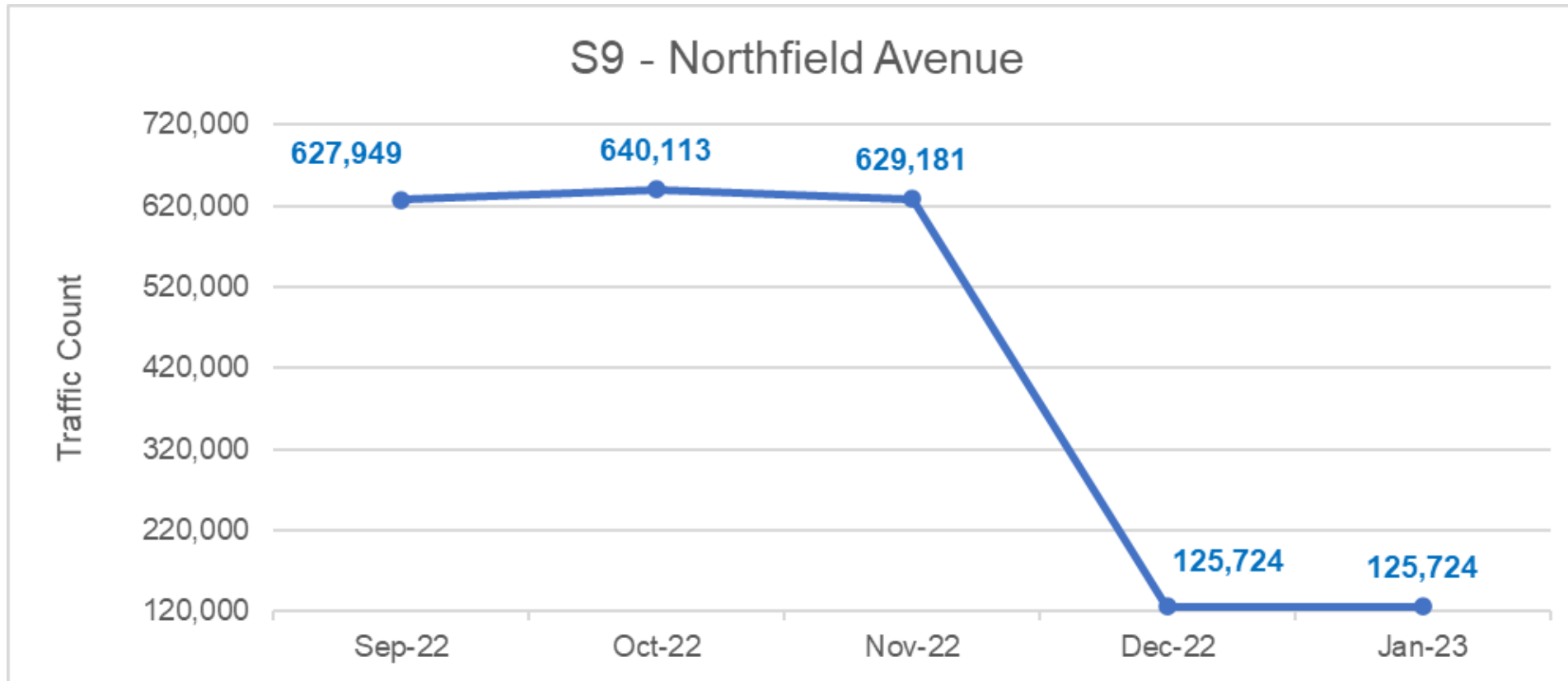
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Overall traffic counts by sensor



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Sensor 9 – Northfield Avenue



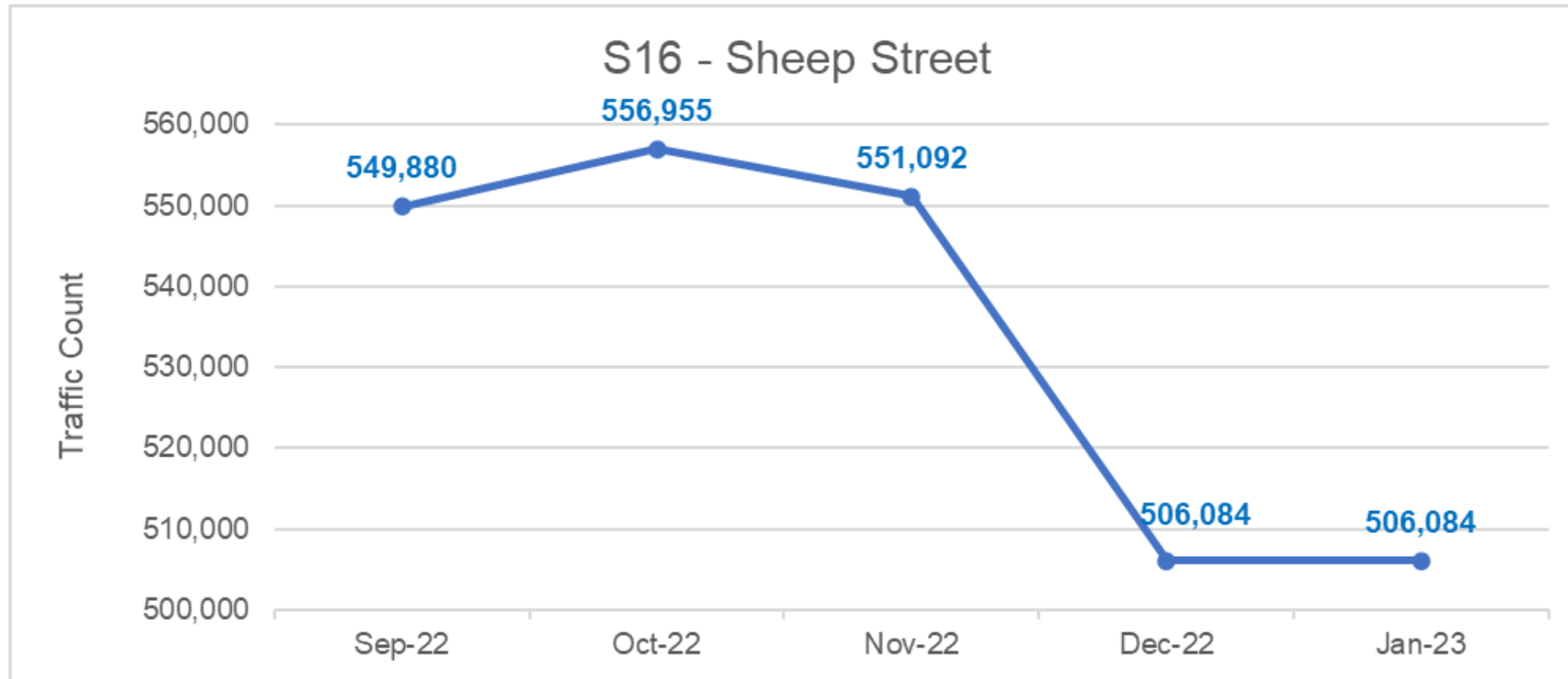
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S16 - Sheep Street



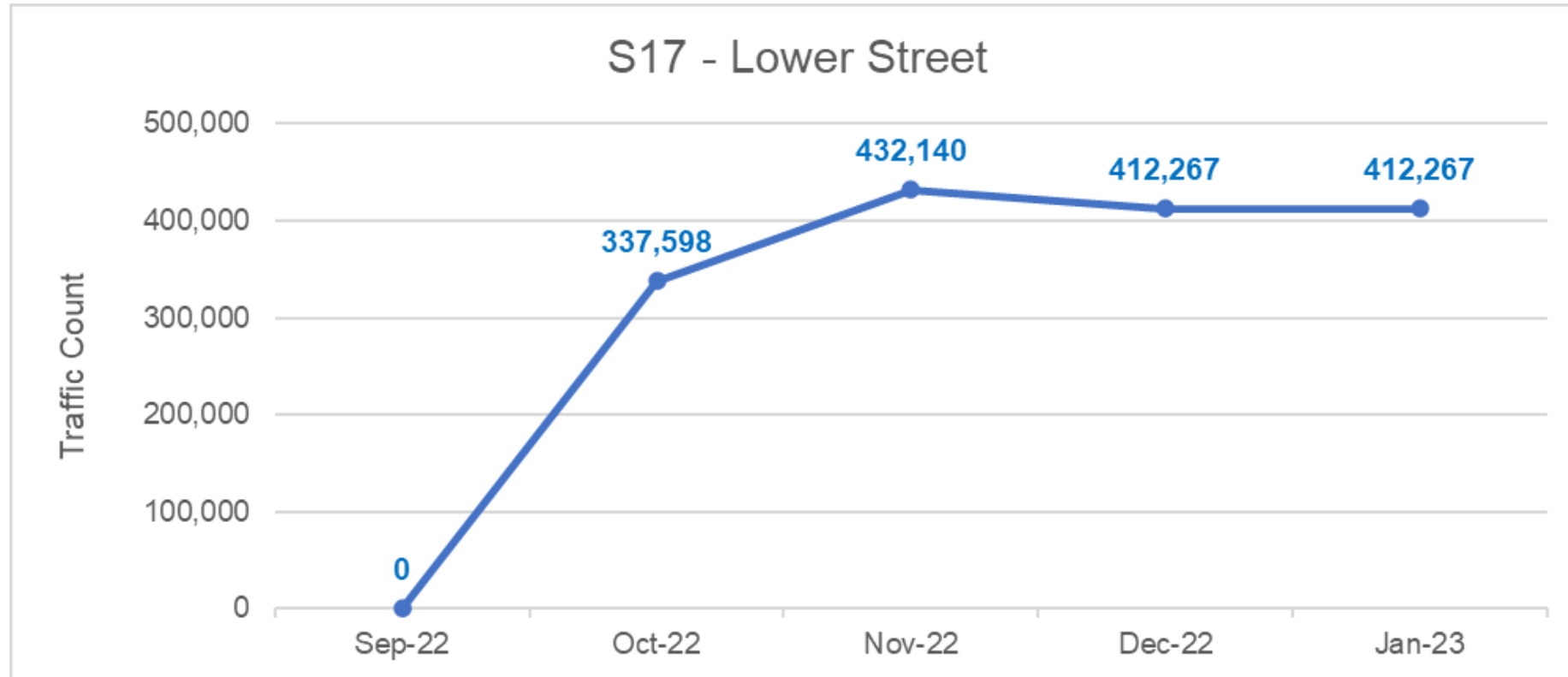
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S17 - Lower Street



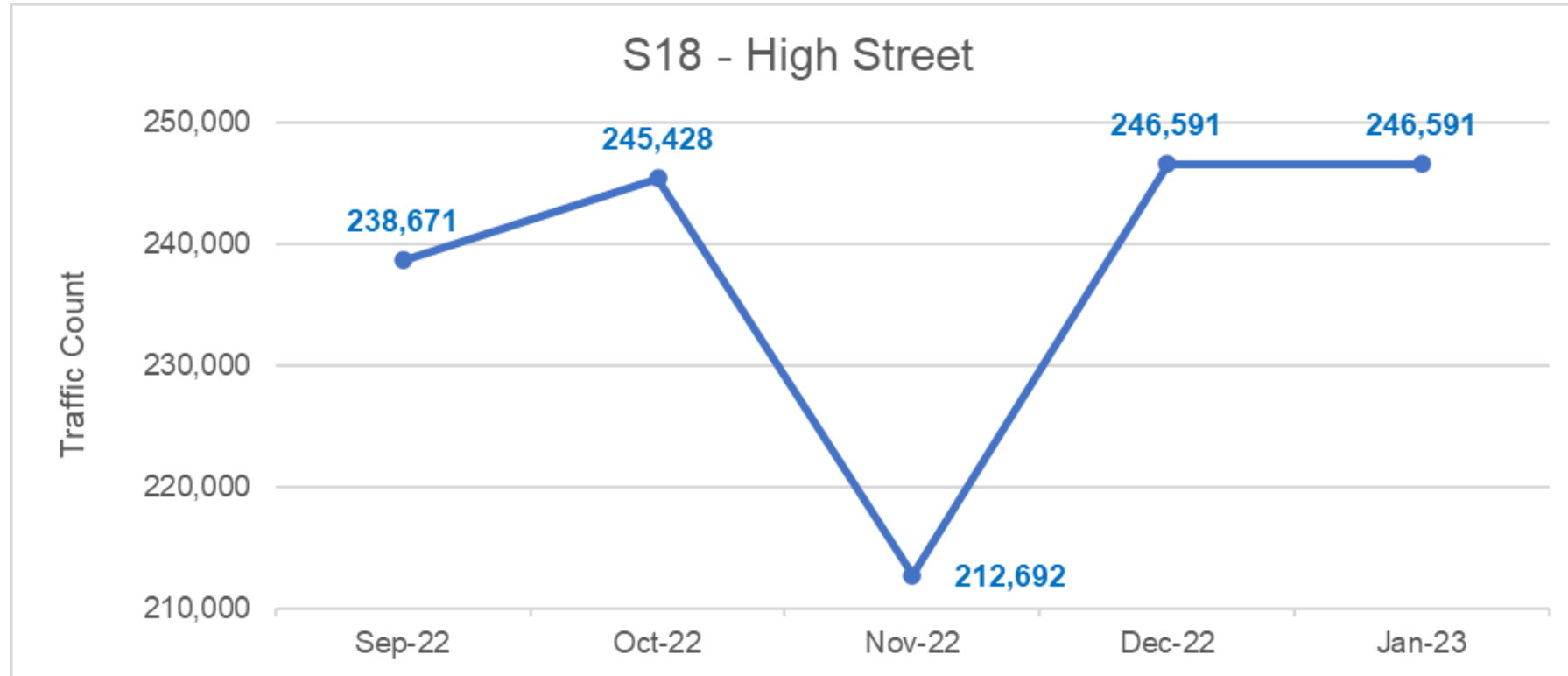
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S18 - High Street



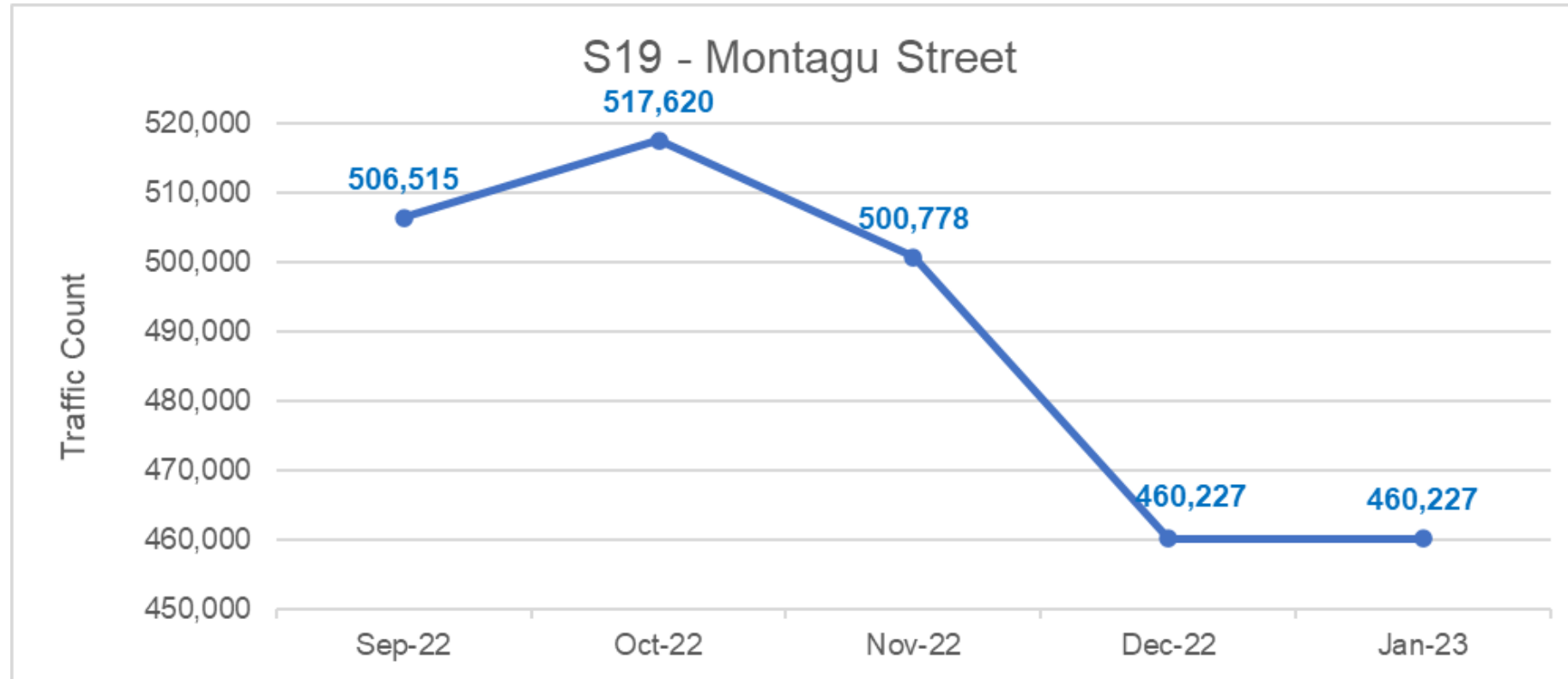
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S19 - Montagu Street



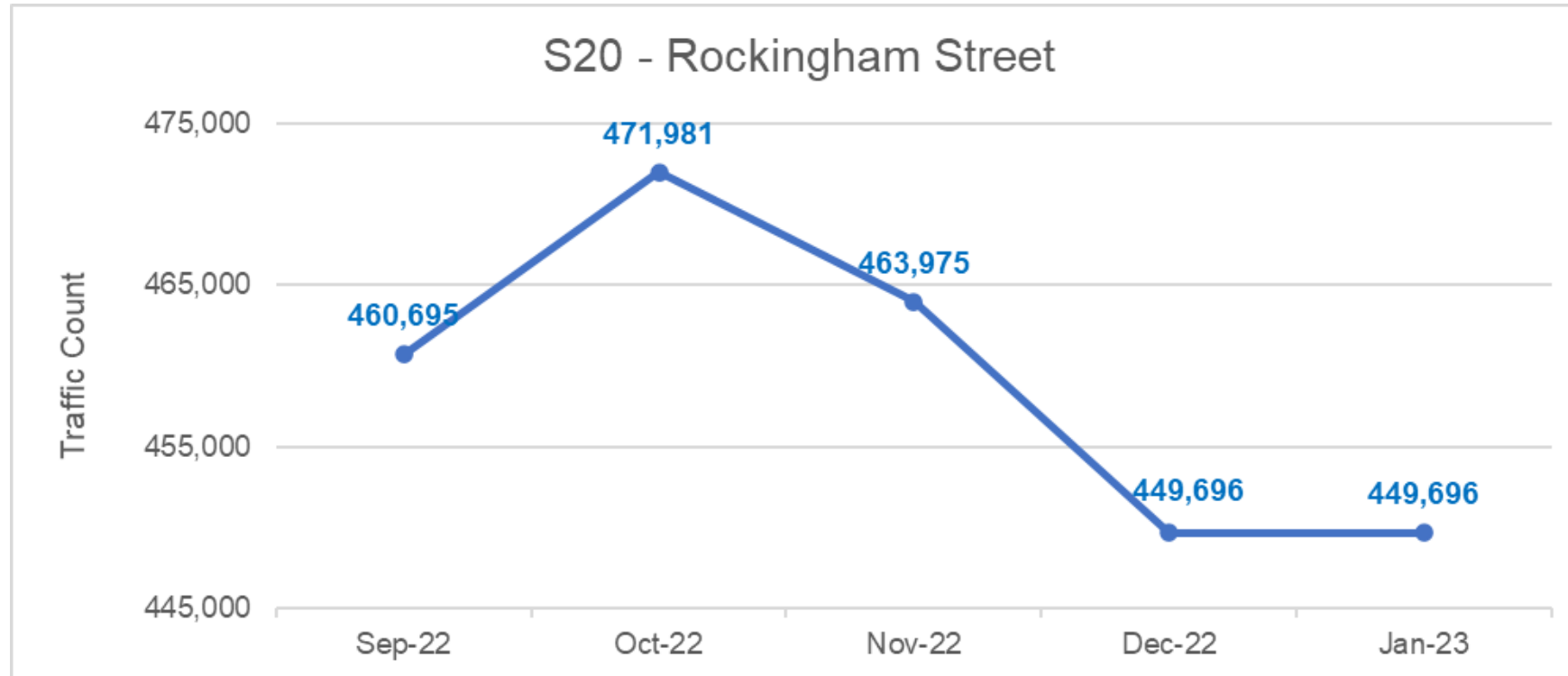
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S20 - Rockingham Street



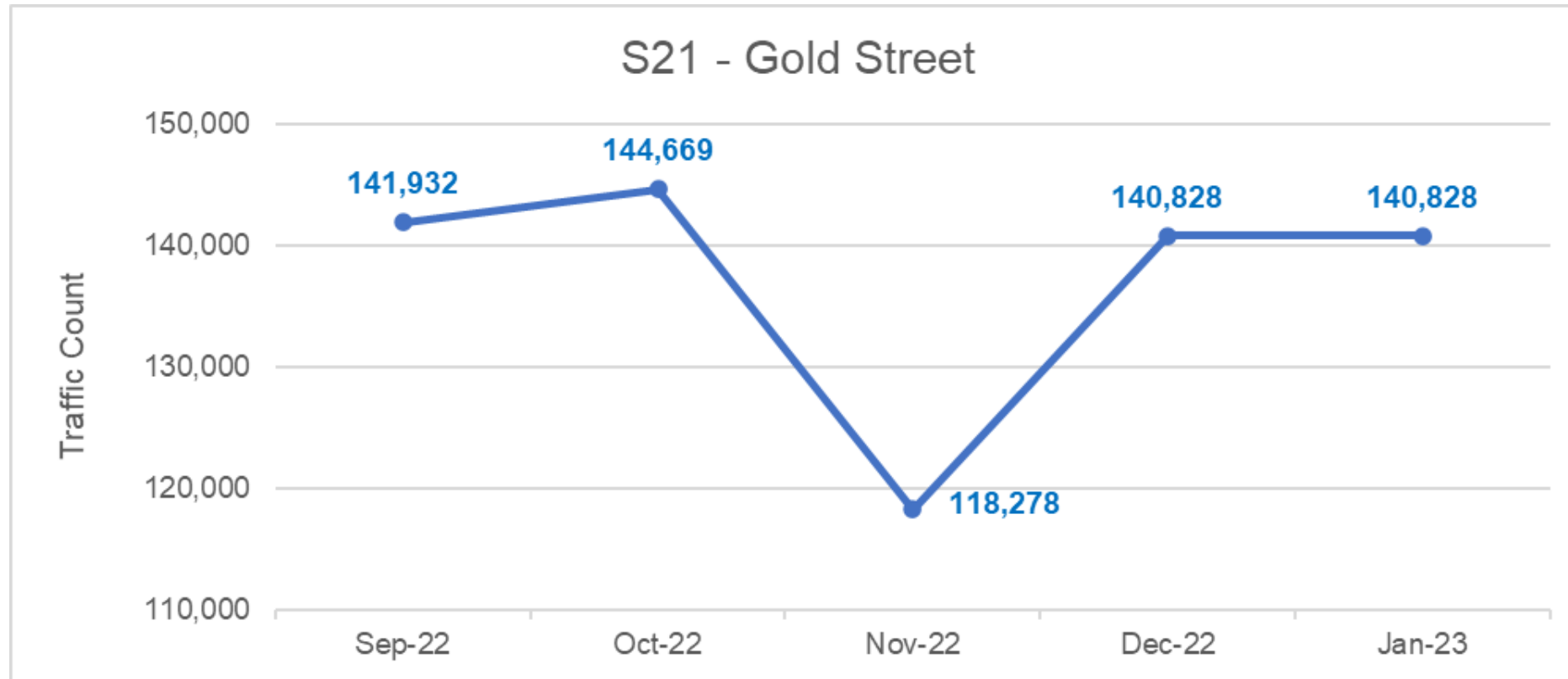
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S21 - Gold Street



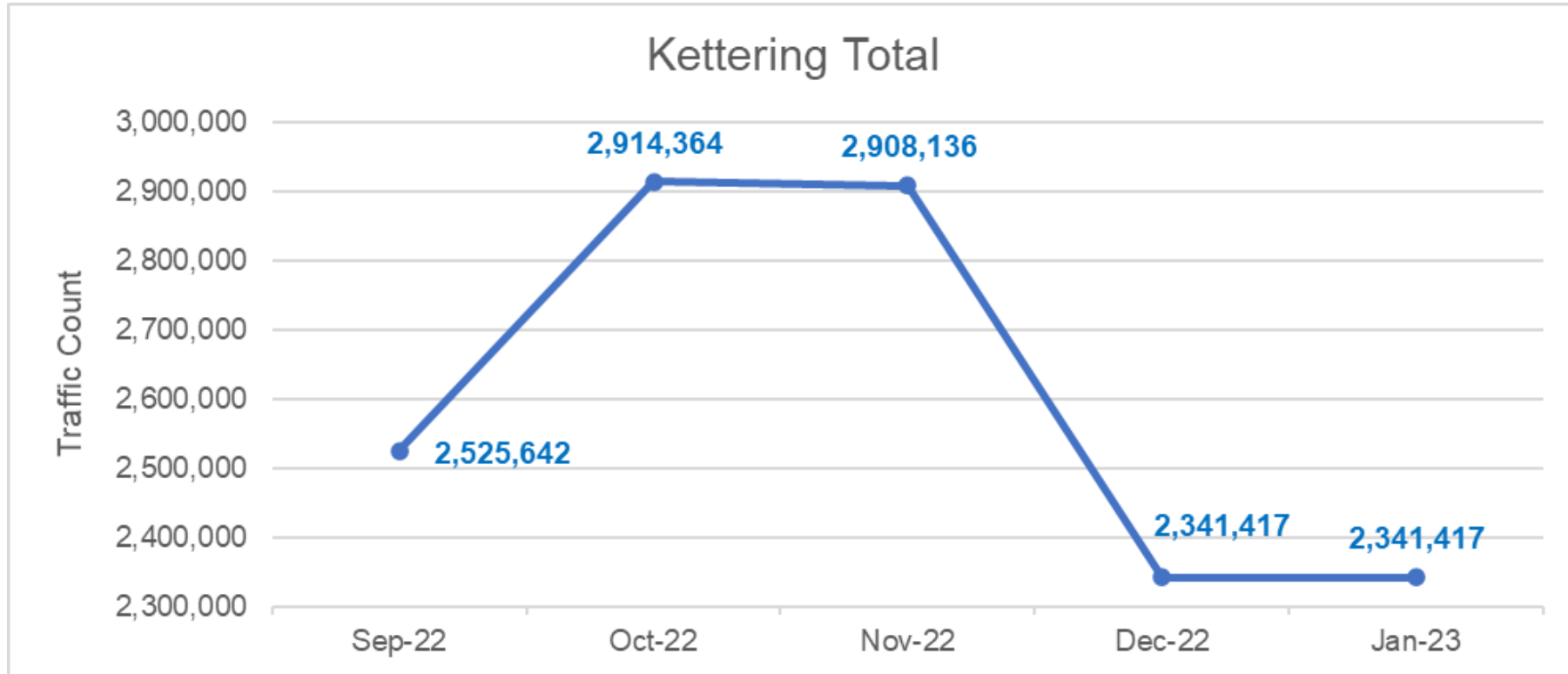
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Kettering Total



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