

14 Summary of Model Development, Standards Achieved and Fitness for Purpose

14.1 Summary of Model Development

The demand data used in the model has been collected using a mixture of observed and synthetic data, and has been constructed following guidance laid down in TAG Unit M1-M3.

Extensive origin-destination data, collected across twenty six roadside survey locations in and around the study area ensured that the model accurately reflected actual trip movements around the areas local to the schemes.

The synthetic demand was generated using software created for the purpose; namely CTripEnd and NATCOP; using established data sources including from Census, NTS, and employment survey data.

The modelled network was created from the ITN network, a reliable data source provided by Ordnance Survey. The finer points of junction coding and link speeds and capacities were modelled with reference to Google Earth and LCC guidance regarding the highway conditions. Extensive checks on the coded network were conducted.

The modelled assignment satisfies WebTAG criteria for a well converged model.

Modelled flows and journey times compare very favourably to observed data, both for data used as part of the model building process, and independent data.

Both screenline and journey time validation in the model meets the criteria set out in guidance for the majority of the comparisons made.

Where the traffic count criteria is not met, it is important to note that the majority of counts that do not meet the WebTAG criteria are located away from the main area likely to be impacted by the scheme.

14.2 Summary of Standards Achieved

The standards to which the model aimed to conform are set out in Chapter 3. Table 14-1 summarises how the model has actually performed against those standards:



Table 14-1- Model Performance Standards

| Model aspect | Criterion | Acceptability Guideline | Actual model performance | | | | |
|-------------------------|--|---|--|--|--|--|--|
| Prior Matrix validation | Differences between modelled flows and counts should be less than 10% to 15% of the counts | All or nearly all screenlines | Satisfies criterion in all time periods | | | | |
| Matrix estimation | Matrix zonal cell values | Slope within 0.98 and 1.02 Intercept near zero R² in excess of 0.95 | Satisfies criterion in all time periods | | | | |
| | Matrix zone trip ends | Slope within 0.99 and 1.01 Intercept near zero R ² in excess of 0.98 | Largely satisfies criterion in all time periods | | | | |
| | Trip length distributions | Means within 5% Standard deviations within 5% | Largely satisfies criterion in all time periods | | | | |
| | Sector to sector level matrices | Differences within 5% | Fails criterion in all time periods. Few sector-sector movements are fully observed however, so this is likely to be expected. In addition, GEH values for majority of these case are less than 5. | | | | |
| Assignment convergence | Delta and %GAP | Less than 0.1% | Satisfied for all time periods | | | | |
| Link calibration | Individual flows within 100 veh/hr of counts for flows less than 700 veh/hr | > 85% of cases | AM peak: criteria met for car flows on 90% of links, and for total vehicles on 91% of links Interpeak: criteria met for car | | | | |
| | Individual flows within 15% of counts for flows from 700 veh/hr to 2,700 veh/hr | > 85% of cases | flows on 95% of links and for total vehicles on 95% of links PM peak: criteria met for car flows on 91% of links and for total vehicles on 89% of links. | | | | |
| | Individual flows within 400 veh/hr of counts for flows more than 2,700 veh/hr | > 85% of cases | In summary, criteria satisfied in all time periods and for the SRN separately. | | | | |
| | GEH < 5 for individual flows | > 85% of cases | | | | | |



| Model aspect | Criterion | Acceptability Guideline | Actual model performance |
|------------------|---|---|--|
| Link validation | Same as for link calibrati counts | AM peak: criteria met for car flows on 89% on links, and total vehicles on 81% of links | |
| | | Interpeak: criteria met for car flows on 86% of links and total vehicles on 82% of links. | |
| | | | PM peak: criteria met for car flows on 88% of links and for total vehicles on 78% of links. |
| | | | Overall statistics are affected by validation counts to the south of the model, otherwise 85% achieved around scheme. |
| Journey times | Modelled times along routes should be within 15% of surveyed time, or 1 minute if higher | > 85% of all routes | Criteria met for 93% of journey time routes in the AM, 86% in the IP and 89% in the PM time period. |
| VDM Realism Test | Overall fuel cost elasticity between -0.30 and -0.35 and car journey time | | |

Table 14-1 demonstrates that the vast majority of the model standards set out in Chapter 3 are met.

Some of the criteria related to validation count and matrix estimation performance are not met, however, there are understood reasons why that is the case, as detailed in each of the previous sections

It can be seen that the journey times are well within WebTAG criteria, which is important and demonstrates the models' ability to replicate traffic speeds and delay, and of particular importance to routing, and future economic appraisal.

14.3 Assessment of Fitness for Purpose

The model performs well against the model standards previously set out and this should serve to give confidence and provide reassurance that the model is representative of current conditions.

However, it is acknowledged that simply meeting the validation criteria does not in of itself qualify the model to be a suitable tool for assessing the effects of transport schemes, and in particular the Preston Western Distributor scheme.

In addition to the model meeting the WebTAG criteria, further confidence in the ability of the model to represent current traffic conditions should be sought from the modelled journey times on all parallel routes to the scheme, the excellent performance of the model to counts and journey times on the Strategic Road network, and other local roads around the study area, which demonstrate that the model reflects observed levels of congestion at all points to a high degree of accuracy.



Additionally, modelled traffic flows in the vicinity of the PWD, and each of the screenlines that surround the proposed scheme provide further evidence of the model's robustness in representing current traffic conditions to a high level of accuracy.

Given that the model has been demonstrated to have been constructed in a manner consistent with guidance, has been developed in conjunction with local LCC checks and Highways England TAME input, and is representative of traffic conditions likely to impacted by the scheme in the future, it is expected that a high degree of confidence may be placed in the model for the purposes of scheme assessment, appraisal, economic and environmental appraisal, as described in the opening sections of this report.



Appendix A Model Zones and Sectors



Figure A-1 - Map of all zones within the model



Appendix B Link Types and Parameters



| | | | | | Car and | HGV cruise | | |
|----|-------|--------------------------------------|------------|------------------|---------------|----------------|--------|------|
| | | | FF Speed - | Speed at Capa. – | LGV cruise | Speed (kmh) | Capa. | |
| ID | Area | Description | kph (mph) | kph (mph) | Speed | (KIIII) | (PCU) | n |
| 1 | Rural | 4-lane Motorway Gyratory | 64 (40) | 35 (22) | 64 | 56 | 6,565 | 3.75 |
| 2 | Rural | 3-lane Motorway Gyratory | 64 (40) | 32 (20) | 64 | 56 | 5,100 | 3.8 |
| 3 | Rural | 2-lane Motorway Gyratory | 64 (40) | 31 (19) | 64 | 56 | 3,400 | 1.75 |
| 4 | Rural | 1-lane Motorway Gyratory | 64 (40) | 31 (19) | 64 | 56 | 1,700 | 1.75 |
| 5 | Rural | 5-lane Motorway Gyratory | 64 (40) | 35 (22) | 64 | 56 | 8,205 | 3.75 |
| 6 | Rural | 2-lane A-Road Gyratory | 64 (40) | 31 (19) | 64 | 56 | 3,400 | 1.75 |
| 7 | Rural | 1-lane A-Road Gyratory | 64 (40) | 31 (19) | 64 | 56 | 1,700 | 1.75 |
| 8 | Rural | 3-lane A-Road Gyratory | 64 (40) | 31 (19) | 64 | 56 | 5,100 | 1.75 |
| 9 | Rural | 4-lane A-Road Gyratory | 64 (40) | 31 (19) | 64 | 56 | 6,800 | 1.75 |
| 10 | Rural | 3-lane Slip-Road Motorways | 92 (58) | 55 (34) | 92 | 64 | 5,190 | 2.35 |
| 11 | Rural | 2-lane Slip-Road Motorways | 92 (58) | 55 (34) | 92 | 64 | 3,460 | 2.35 |
| 12 | Rural | 1-lane Slip-Road Motorways | 92 (58) | 55 (34) | 92 | 64 | 1,730 | 2.35 |
| 13 | Rural | 4-lane Slip-Road Motorways | 92 (58) | 55 (34) | 92 | 64 | 6,920 | 2.35 |
| 14 | Rural | Rural 6-lane Motorway | 112 (70) | 79 (49) | 112 | 96 | 13,140 | 2.75 |
| 15 | Rural | Rural 5-lane Motorway | 112 (70) | 79 (49) | 112 | 96 | 10,950 | 2.75 |
| 16 | Rural | Rural 4-lane Motorway | 112 (70) | 74 (46) | 112 | 96 | 8,760 | 3.1 |
| 17 | Rural | Rural 3-lane Motorway | 112 (70) | 74 (46) | 112 | 96 | 6,570 | 3.3 |
| 18 | Rural | Rural 2-lane Motorway | 112 (70) | 67 (42) | 112 | 96 | 4,380 | 2.9 |
| 19 | Rural | Rural 1-lane Motorway | 112 (70) | 76 (48) | 112 | 96 | 2,190 | 2.9 |
| 20 | Rural | Rural 5-lane ATM Motorway | 99 (62) | 74 (46) | 99 | 64 | 10,925 | 4.7 |
| 21 | Rural | Rural 4-lane ATM Motorway | 99 (62) | 74 (46) | 99 | 64 | 8,740 | 4.7 |
| 22 | Rural | Rural 3-lane ATM Motorway | 99 (62) | 74 (46) | 99 | 64 | 6,555 | 4.7 |
| 23 | Rural | Rural 4-lane Narrow Motorway | 80 (50) | 67 (42) | 80 | 60 | 8,760 | 6 |
| 24 | Rural | Rural 4 lane A-Road | 112 (70) | 73 (46) | 112 | 96 | 7,600 | 2.75 |
| 25 | Rural | Rural 3 lane A-Road | 112 (70) | 73 (46) | 112 | 96 | 6,030 | 2.75 |
| 26 | Rural | Rural 2 lane A-Road | 104 (65) | 68 (43) | 104 | 88 | 4,020 | 2.7 |
| 27 | Rural | Rural S10 Very Good A-Road | 96 (60) | 42 (26) | 96 | 64 | 1,730 | 2.05 |
| 28 | Rural | Rural S7.3 Good A-Road | 88 (55) | 41 (26) | 88 | 64 | 1,640 | 2.35 |
| 29 | Rural | Rural S7.0 Typical A-Road | 60 (38) | 38 (24) | 60 | 56 | 1,640 | 2.1 |
| 30 | Rural | Rural 5 lane A-Road | 112 (70) | 73 (46) | 112 | 96 | 9,500 | 2.75 |
| 31 | Rural | Rural S7.3 Good A-Road (50mph limit) | 75 (47) | 41 (26) | 75 | 60 | 1,640 | 2.35 |
| 32 | Rural | Rural 2 lane A-Road (50mph limit) | 75 (47) | 41 (26) | 75 | 60 | 3,280 | 2.7 |
| 33 | Rural | Rural S7.3 Good B-Road | 88 (55) | 41 (26) | 88 | 64 | 1,640 | 2.35 |
| 34 | Rural | Rural S7.0 Typical B-Road | 60 (38) | 38 (24) | 60 | 56 | 1,640 | 2.1 |
| 35 | Rural | Rural S6.5 Bad | 52 (33) | 40 (25) | 52 | 48 | 1,640 | 1.35 |
| 36 | Rural | Rural S7.3 Good B-Road (2 lanes) | 88 (55) | 41 (26) | 88 | 64 | 3,280 | 2.35 |
| 37 | Rural | Rural S7.3 Good B-Road (50mph limit) | 75 (47) | 41 (26) | 75 | 60 | 1,640 | 2.35 |
| 38 | Rural | Rural 2 lane B-road | 104 (65) | 68 (43) | 104 | 88 | 4,020 | 2.7 |
| 39 | Rural | Rural 3-lane B-road | 104 (65) | 68 (43) | 104 | 88 | 6,030 | 2.7 |
| 40 | Rural | Rural 2-lane B-Road (50mph limit) | 75 (47) | 41 (26) | 75 | 60 | 3,280 | 2.35 |
| 41 | Rural | Dual Lane Slip-Road A-Roads | 87 (54) | 42 (26) | 87 | 87 | 3,460 | 2.05 |
| 42 | Rural | Single Lane Slip-Road A-Roads | 87 (54) | 42 (26) | 87 | 87 | 1,730 | 2.05 |

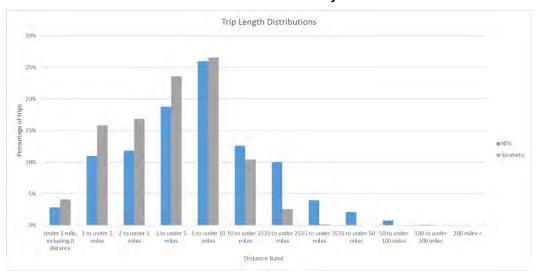


| | | | FF Speed – | Speed at Capa. – | Car and LGV cruise | HGV cruise Speed (kmh) | Сара. | |
|----|----------------|--|------------|---------------------|-----------------------------|---------------------------------|--------|------|
| ID | Area | Description | kph (mph) | kph (mph) | Speed | | (PCU) | n |
| 43 | Rural | 4-lane Slip-Road A-Roads | 87 (54) | 42 (26) | 87 | 87 | 36,920 | 2.05 |
| 44 | Rural Subur | Unclassified Roads | 50 (31) | 40 (25) | 46 | 44 | 1,640 | 1.35 |
| 45 | ban | Suburban 4-lane A-Road Slight Development | 75 (47) | 35 (22) | 73 | 62 | 6,565 | 2.3 |
| 46 | Subur ban | Suburban 3-lane A-Road Slight Development | 75 (47) | 34 (21) | 73 | 62 | 5,100 | 2.3 |
| 47 | Subur ban | Suburban 2-lane A-Road Slight Development | 71 (44) | 35 (22) | 69 | 62 | 3,400 | 1.15 |
| 48 | Subur ban | Suburban 1-lane A-Road Slight Development | 64 (40) | 24 (15) | 62 | 54 | 1,700 | 2.6 |
| 49 | Subur ban | Suburban 4-lane A-Road Typical Development | 64 (40) | 35 (22) | 62 | 54 | 6,565 | 3.75 |
| | Subur | Suburban 3-lane A-Road Typical | , , | , , | | | | |
| 50 | ban Subur | Development Suburban 2-lane A-Road Typical | 64 (40) | 32 (20) | 62 | 54 | 5,100 | 3.8 |
| 51 | ban Subur | Development Suburban 1-lane A-Road Typical | 64 (40) | 31 (19) | 62 | 54 | 3,400 | 1.75 |
| 52 | ban | Development | 64 (40) | 31 (19) | 62 | 54 | 1,700 | 1.75 |
| 53 | Subur ban | Suburban 2-lane A-Road (30mph limit) | 48 (30) | 31 (19) | 46 | 46 | 3,400 | 1.75 |
| 54 | Subur ban | Suburban 1-lane A-Road (30mph limit) | 48 (30) | 31 (19) | 46 | 46 | 1,700 | 1.75 |
| 55 | Subur ban | Suburban 4-lane B-Road Slight Development | 75 (47) | 35 (22) | 73 | 62 | 6,565 | 2.3 |
| | Subur | | , | , , | | | | |
| 56 | ban Subur | Suburban 3-lane B-Road Slight Development | 75 (47) | 34 (21) | 73 | 62 | 5,100 | 2.3 |
| 57 | ban Subur | Suburban 2-lane B-Road Slight Development | 71 (44) | 35 (22) | 70 | 63 | 3,400 | 1.15 |
| 58 | ban Subur | Suburban 1-lane B-Road Slight Development Suburban 4-lane B-Road Typical | 64 (40) | 24 (15) | 62 | 54 | 1,700 | 2.6 |
| 59 | ban | Development | 64 (40) | 35 (22) | 62 | 54 | 6,565 | 3.75 |
| 60 | Subur ban | Suburban 3-lane B-Road Typical Development | 64 (40) | 32 (20) | 62 | 54 | 5,100 | 3.8 |
| 61 | Subur ban | Suburban 2-lane B-Road Typical Development | 64 (40) | 31 (19) | 62 | 54 | 3,400 | 1.75 |
| 62 | Subur ban | Suburban 1-lane B-Road Typical Development | 64 (40) | 31 (19) | 62 | 54 | 1,700 | 1.75 |
| | Subur | | , , | | | | | |
| 63 | ban Subur | Suburban 2-lane B-Road (30mph limit) | 48 (30) | 31 (19) | 46 | 46 | 3,400 | 1.75 |
| 64 | ban Subur | Suburban 1-lane B-Road (30mph limit) | 48 (30) | 31 (19) | 46 | 46 | 1,700 | 1.75 |
| 65 | ban Subur | Suburban 3-lane B-Road (30mph limit) | 48 (30) | 31 (19) | 46 | 46 | 5,100 | 1.75 |
| 66 | ban | Unclassified Roads | 50 (31) | 40 (25) | 46 | 44 | 1,640 | 1.35 |
| 67 | Urban | Urban 60mph Fixed Speed | 96 (60) | 96 (60) | 91 | 91 | 99,999 | 0 |
| 68 | Urban | Urban 50mph Fixed Speed | 80 (50) | 80 (50) | 77 | 77 | 99,999 | 0 |
| 69 | Urban | Urban 40mph Fixed Speed Urban 30mph Fixed Speed (30mph limit no | 64 (40) | 64 (40) | 60 | 60 | 99,999 | 0 |
| 70 | Urban | impedances) | 48 (30) | 48 (30) | 45 | 45 | 99,999 | 0 |
| 71 | Urban | Urban 25mph Fixed Speed (30mph limit limited impedances) | 40 (25) | 40 (25) | 38 | 38 | 99,999 | 0 |
| 72 | Urban | Urban 20mph Fixed Speed (30mph limit significant impedances, or 20mph no impedances) | 32 (20) | 32 (20) | 31 | 31 | 99,999 | 0 |
| 73 | Urban | Urban 15mph Fixed Speed (20mph limit limited impedances) | 24 (15) | 24 (15) | 22 | 22 | 99,999 | 0 |
| 74 | Urban | Unclassified Roads | 50 (31) | 40 (25) | 48 | 48 | 1,640 | 1.35 |
| 75 | Rural | Unclassified Roads | 40 (25) | 33 (21) | 40 | 40 | 1,640 | 1.35 |
| 76 | Rural | Unclassified Roads | 24 (15) | 24 (15) | 22 | 22 | 1640 | |
| 77 | Rural | Unclassified Roads | 32 (20) | 32 (20) | 30 | 30 | 1640 | |

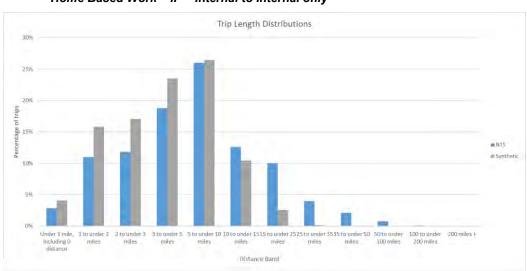


Appendix C Synthetic Trip Length Distribution

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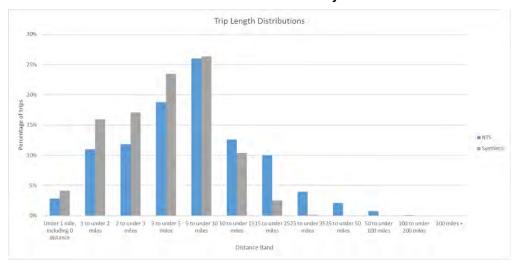


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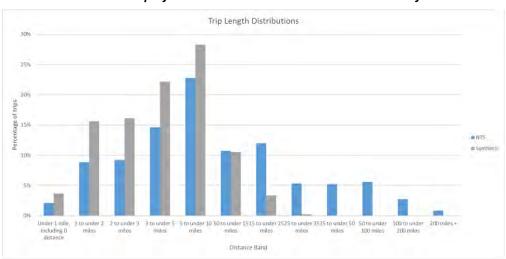




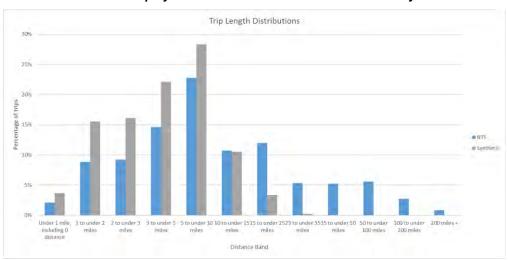
Home Based Work - PM - Internal to Internal only



Home Based Employers Business – AM – Internal to Internal only

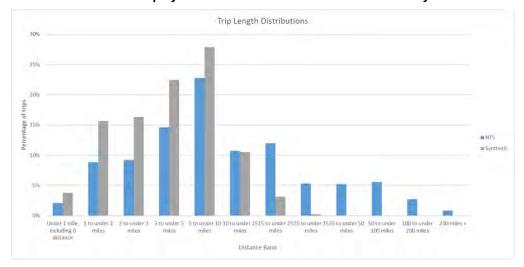


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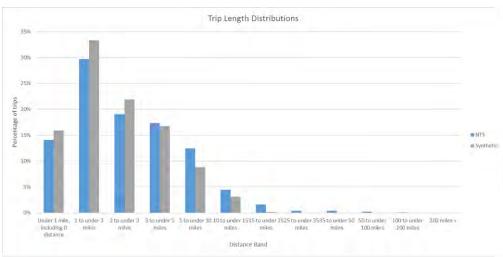




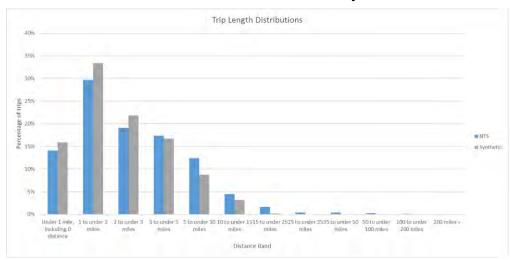
Home Based Employers Business - PM - Internal to Internal only



Home Based Education – AM – Internal to Internal only

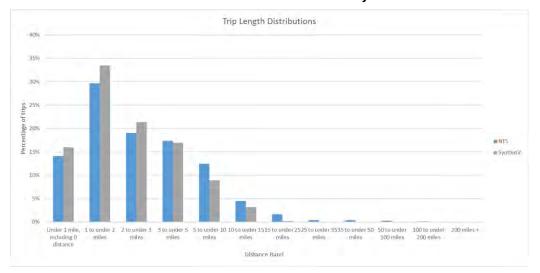


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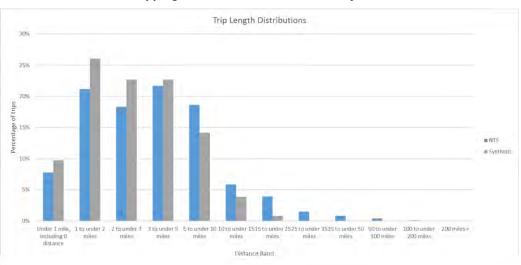




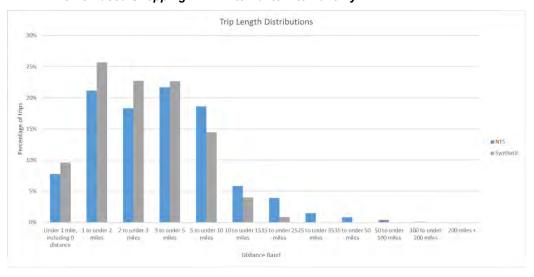
Home Based Education - PM - Internal to Internal only



Home Based Shopping – AM – Internal to Internal only

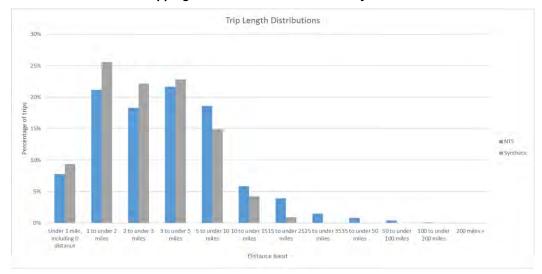


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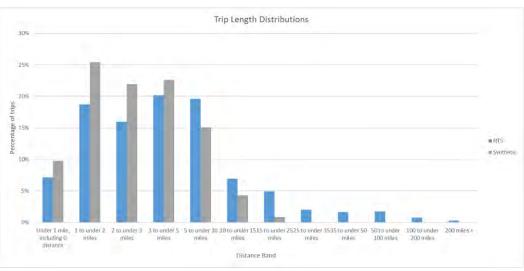




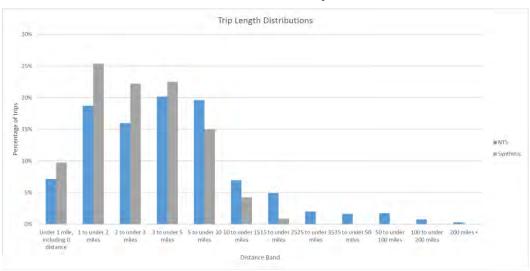
Home Based Shopping - PM - Internal to Internal only



Home Based Other - AM - Internal to Internal only

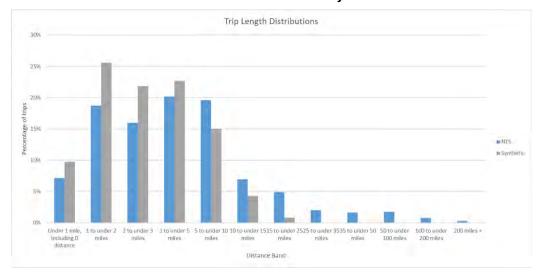


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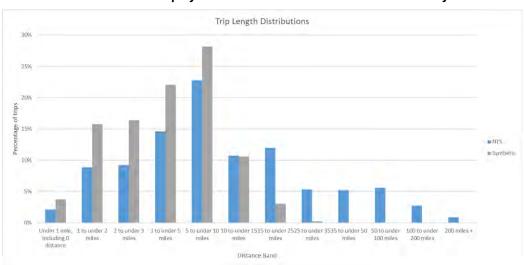




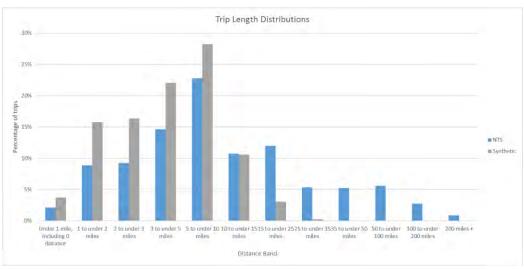
Home Based Other - PM - Internal to Internal only



Non-Home Based Employers Business – AM – Internal to Internal only

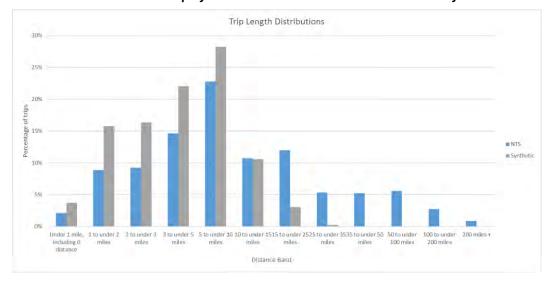


Non-Home Based Employers Business – IP – Internal to Internal only

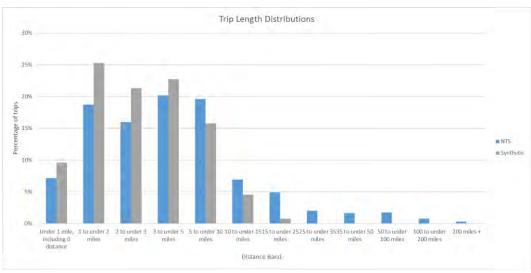




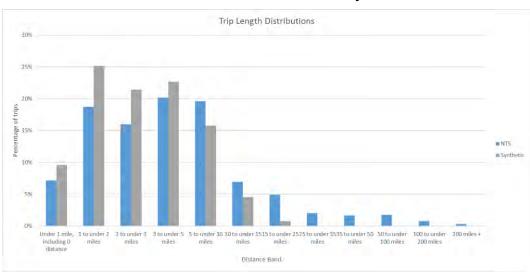
Non-Home Based Employers Business - PM - Internal to Internal only



Non-Home Based Others – AM – Internal to Internal only

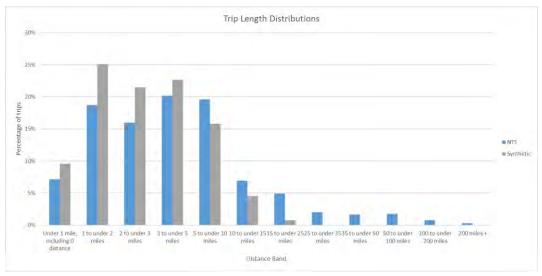


Non-Home Based Others - IP - Internal to Internal only



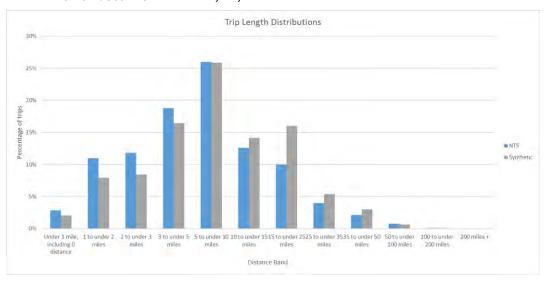


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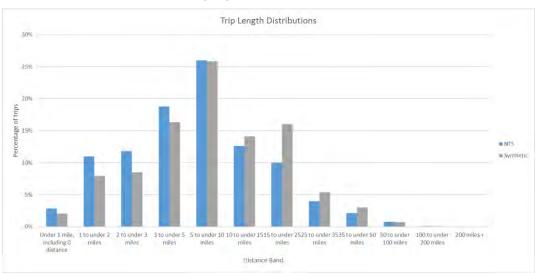


*I-I, I-E, E-I: Internal to Internal, Internal to External, External to Internal

Home Based Work – AM – I-I, I-E, E-I

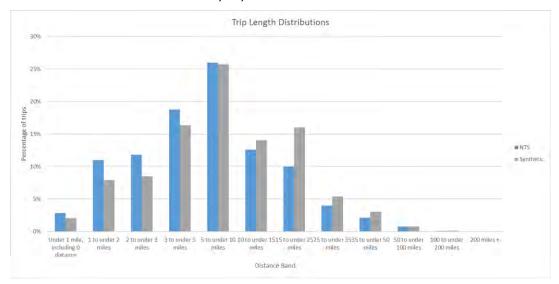


Home Based Work - IP - I-I, I-E, E-I

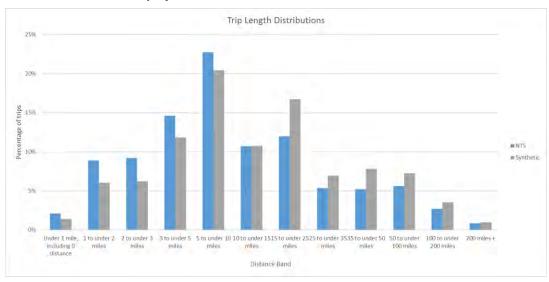




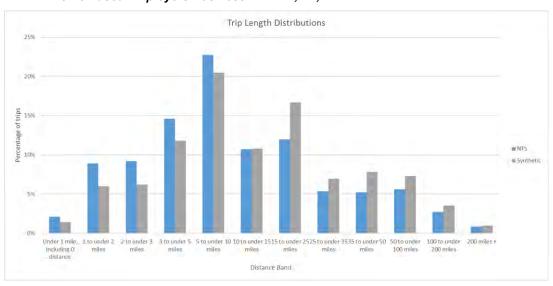
Home Based Work - PM - I-I, I-E, E-I



Home Based Employers Business - AM - I-I, I-E, E-I

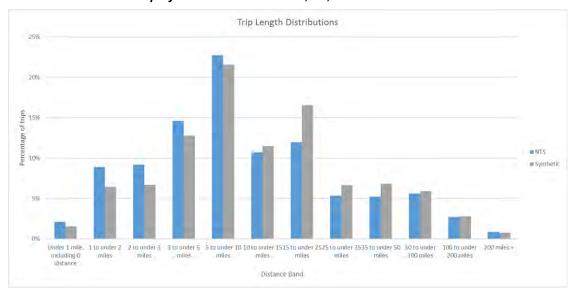


Home Based Employers Business - IP - I-I, I-E, E-I

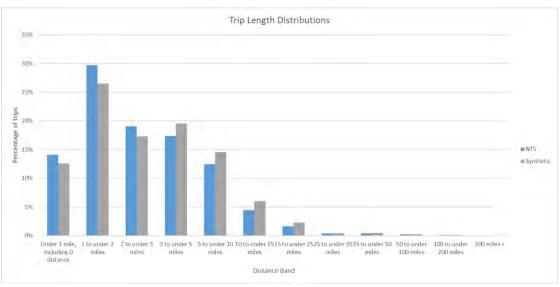




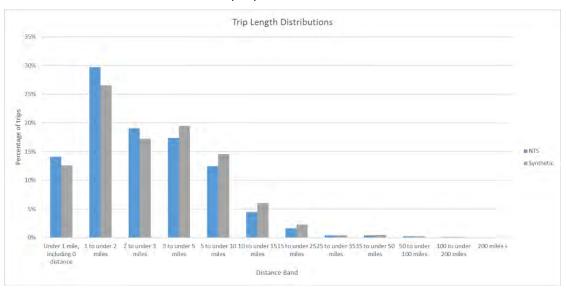
Home Based Employers Business - PM - I-I, I-E, E-I



Home Based Education - AM - I-I, I-E, E-I

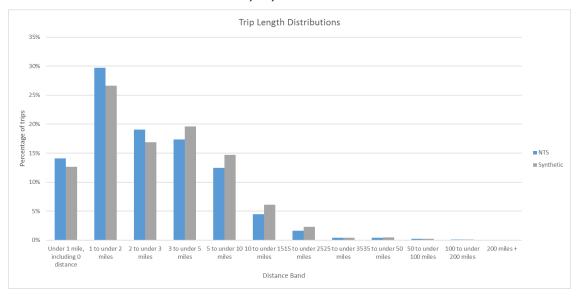


Home Based Education – IP - I-I, I-E, E-I

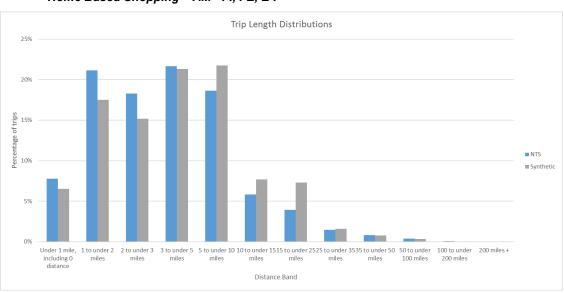




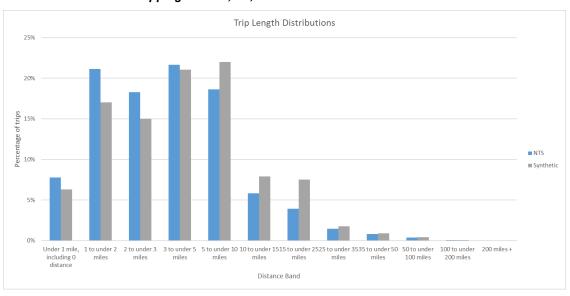
Homed Based Education – PM - I-I, I-E, E-I



Home Based Shopping – AM - I-I, I-E, E-I

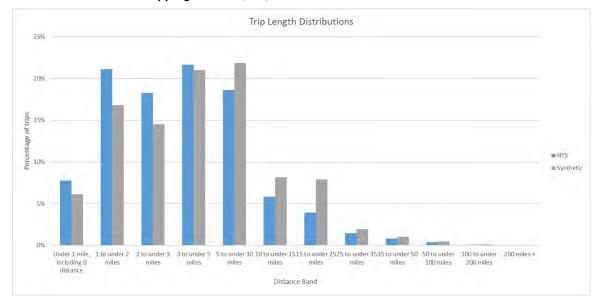


Home Based Shopping – IP - I-I, I-E, E-I

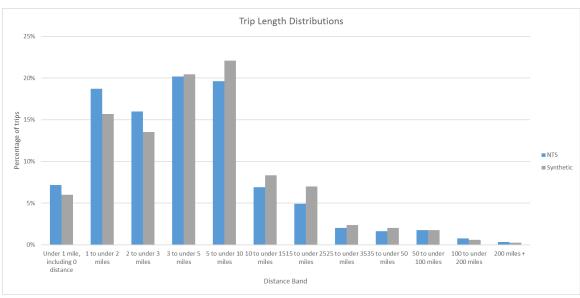




Home Based Shopping – PM - I-I, I-E, E-I

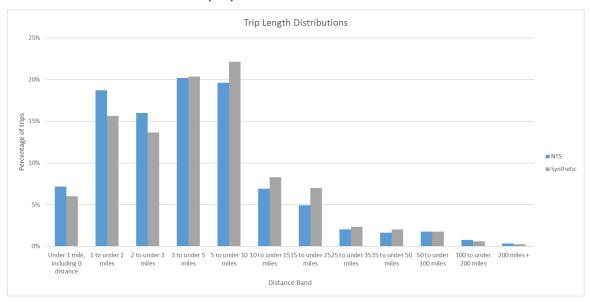


Home Based Other - AM - I-I, I-E, E-I

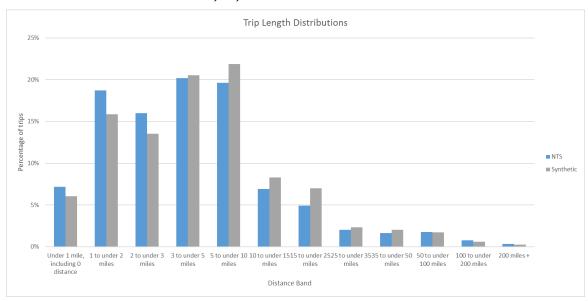




Home Based Other - IP - I-I, I-E, E-I

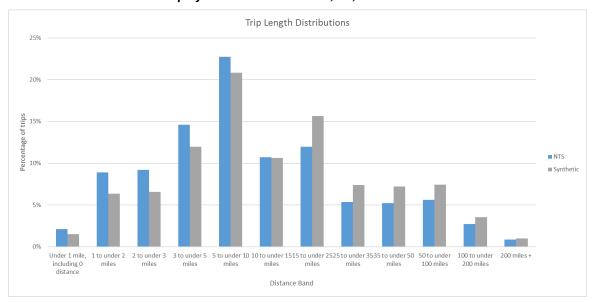


Home Based Other - PM - I-I, I-E, E-I

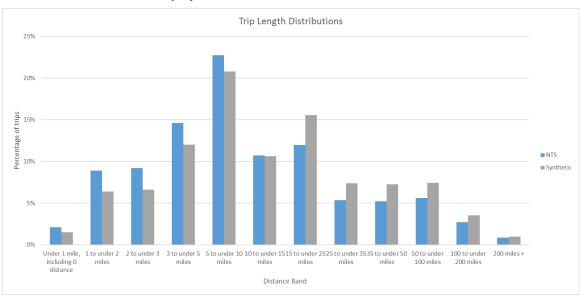




Non-Home Based Employers Business - AM - I-I, I-E, E-I

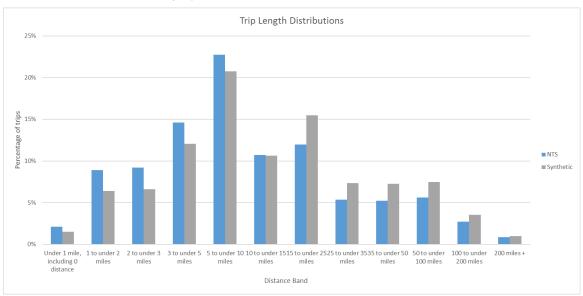


Non-Home Based Employers Business – IP - I-I, I-E, E-I

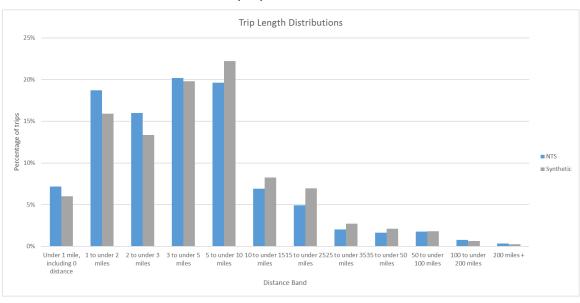




Non-Home Based Employers Business - PM - I-I, I-E, E-I

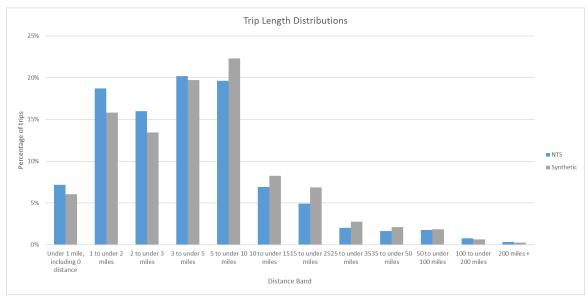


Non-Home Based Other – AM - I-I, I-E, E-I

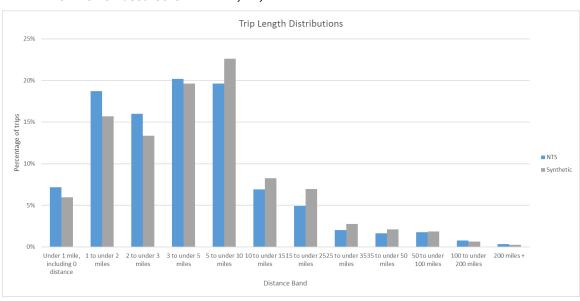




Non-Home Based Other - IP - I-I, I-E, E-I

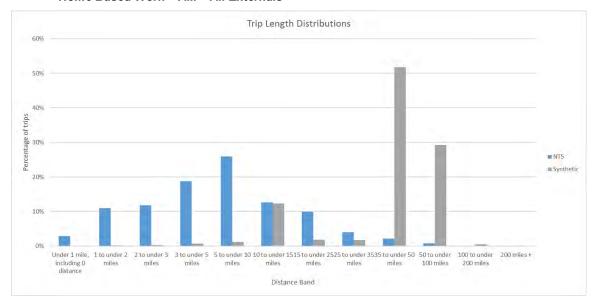


Non-Home Based Other - PM - I-I, I-E, E-I

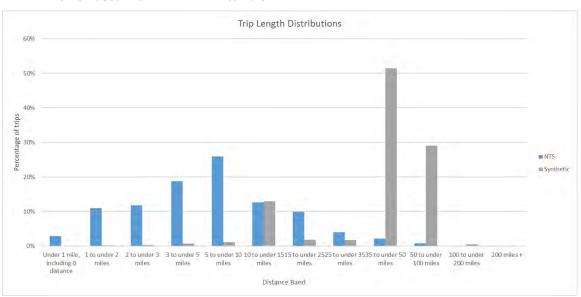




Home Based Work - AM - All Externals

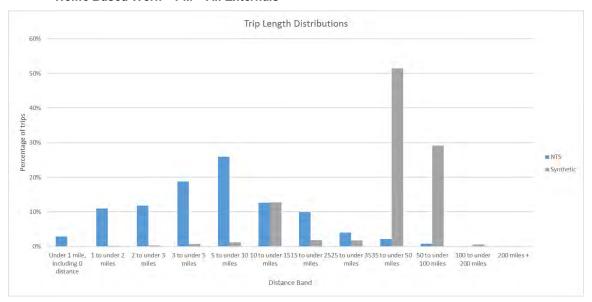


Home Based Work - IP - All Externals

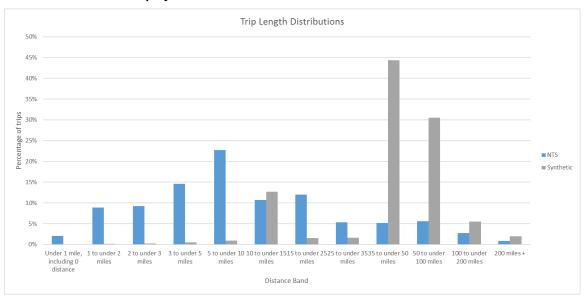




Home Based Work - PM - All Externals

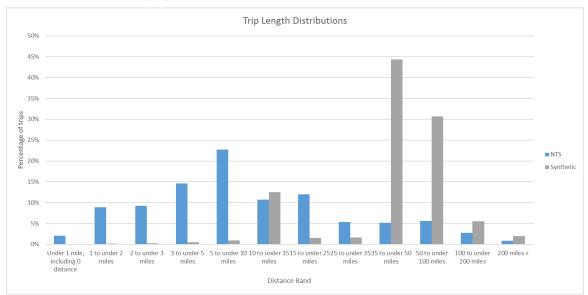


Home Based Employers Business - AM - All Externals

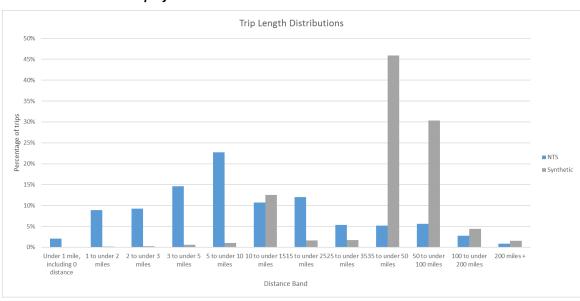




Home Based Employers Business - IP - All Externals

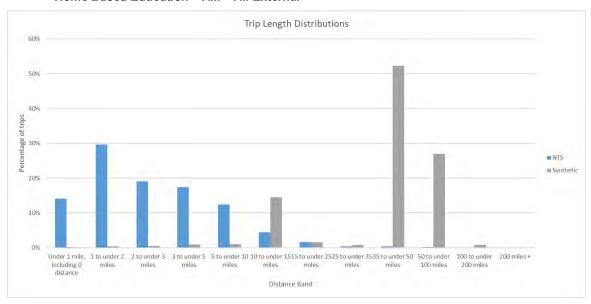


Home Based Employers Business - PM - All Externals

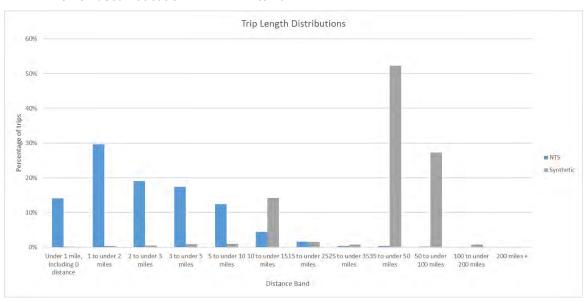




Home Based Education - AM - All External

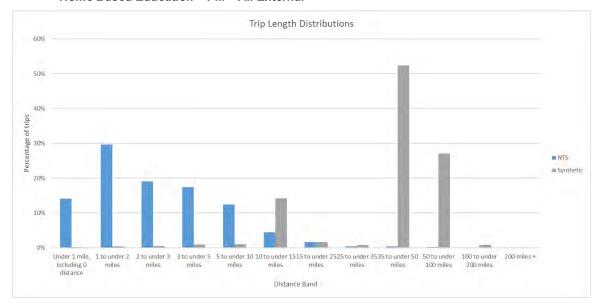


Home Based Education - IP - All External

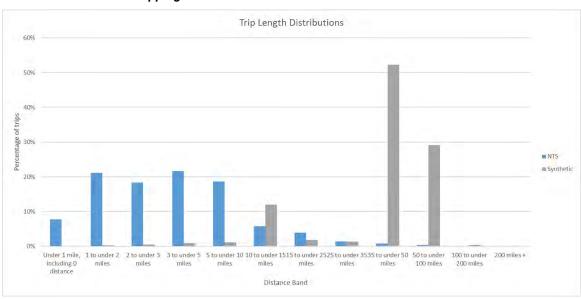




Home Based Education - PM - All External

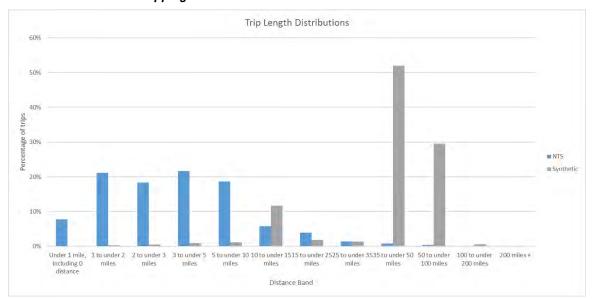


Home Based Shopping – AM – All External

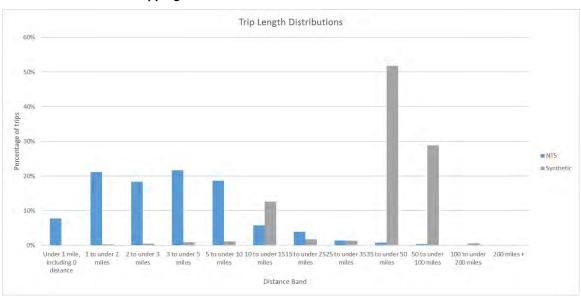




Home Based Shopping – IP – All External

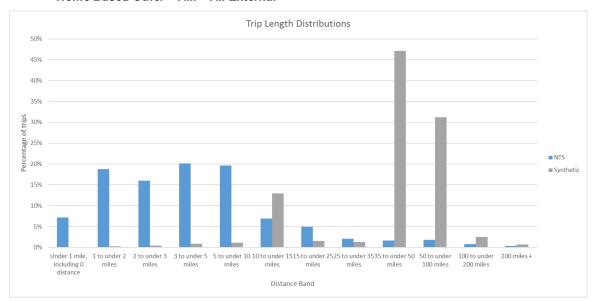


Home Based Shopping - PM - All External

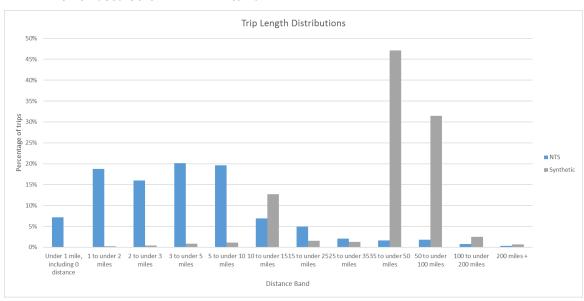




Home Based Other - AM - All External

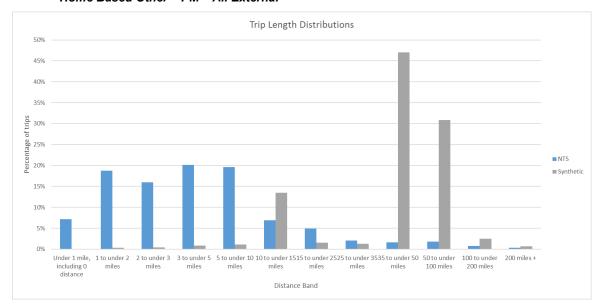


Home Based Other - IP - All External

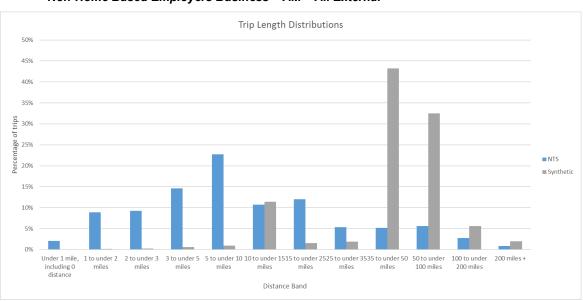




Home Based Other - PM - All External

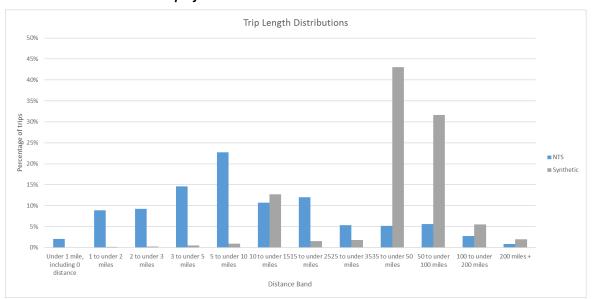


Non-Home Based Employers Business – AM – All External

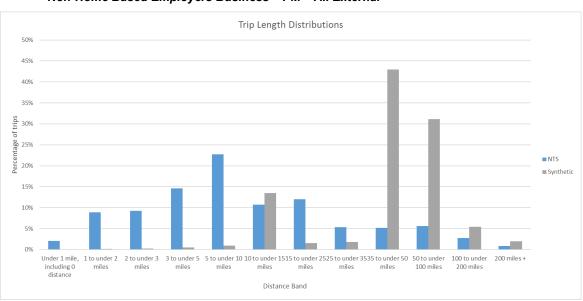




Non-Home Based Employers Business – IP – All External

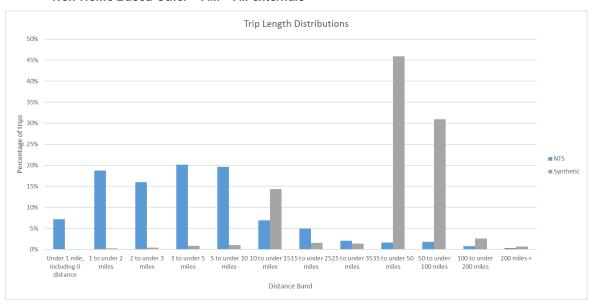


Non-Home Based Employers Business – PM – All External

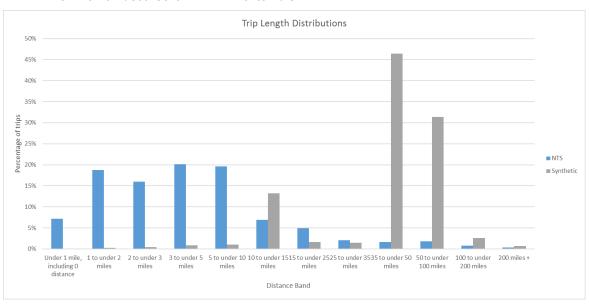




Non-Home Based Other - AM - All externals

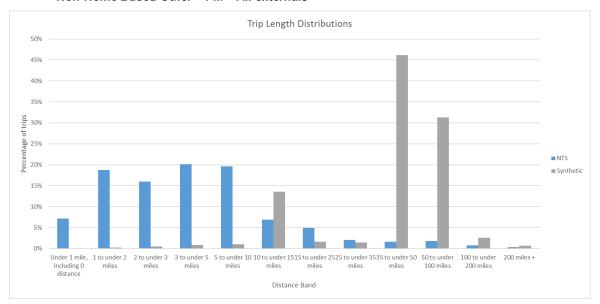


Non-Home Based Other – IP – All externals





Non-Home Based Other - PM - All externals





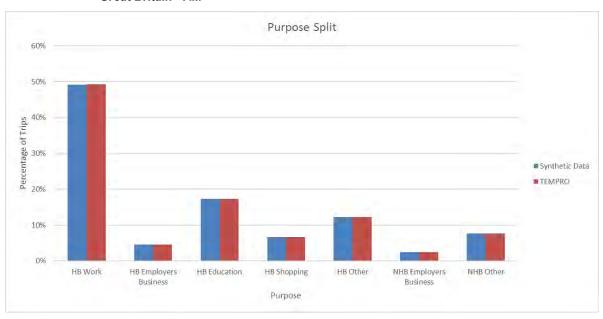
Summary of Coincidence Ratios

| _ | | | |
|----------------------------|----------|----------------------|---------------|
| Purpose | | Include Externals | CR |
| HB Work | AM | I-I only | 0.717 |
| HB Work | IP | I-I only | 0.717 |
| HB Work | PM | I-I only | 0.716 |
| HB Employers Business | AM | I-I only | 0.559 |
| HB Employers Business | IP | I-I only | 0.559 |
| HB Employers Business | PM | I-I only | 0.556 |
| HB Education | AM | I-I only | 0.847 |
| HB Education | IP DAA | I-I only | 0.846 |
| HB Education | PM | I-I only | 0.852 |
| HB Shopping | AM | I-I only | 0.782 |
| HB Shopping HB Shopping | IP PM | I-I only I-I only | 0.79 0.801 |
| HB Other | AM | I-I only | 0.699 |
| HB Other | IP | I-I only | 0.698 |
| HB Other | PM | I-I only | 0.698 |
| NHB Employers Business | AM | I-I only | 0.556 |
| NHB Employers Business | IP | I-I only | 0.556 |
| NHB Employers Business | PM | I-I only | 0.556 |
| NHB Others | AM | I-I only | 0.712 |
| NHB Others | IP | I-I only | 0.712 |
| NHB Others | PM | I-I only | 0.713 |
| HB Work | AM | I-I, I-E, E-I | 0.821 |
| HB Work | IP | I-I, I-E, E-I | 0.821 |
| HB Work | PM | I-I, I-E, E-I | 0.821 |
| HB Employers Business | AM | I-I, I-E, E-I | 0.793 |
| HB Employers Business | IP | I-I, I-E, E-I | 0.792 |
| HB Employers Business | PM | I-I, I-E, E-I | 0.841 |
| HB Education | AM | I-I, I-E, E-I | 0.878 |
| HB Education | IP | I-I, I-E, E-I | 0.878 |
| HB Education | PM | I-I, I-E, E-I | 0.873 |
| HB Shopping | AM | I-I, I-E, E-I | 0.843 |
| HB Shopping | IP | I-I, I-E, E-I | 0.826 |
| HB Shopping | PM | I-I, I-E, E-I | 0.812 |
| HB Other | AM | I-I, I-E, E-I | 0.871 |
| HB Other | IP | I-I, I-E, E-I | 0.872 |
| HB Other | PM | I-I, I-E, E-I | 0.874 |
| NHB Employers Business | AM | I-I, I-E, E-I | 0.811 |
| NHB Employers Business | IP | I-I, I-E, E-I | 0.812 |
| NHB Employers Business | PM | I-I, I-E, E-I | 0.813 |
| NHB Others | AM | I-I, I-E, E-I | 0.866 |
| NHB Others | IP | I-I, I-E, E-I | 0.865 |
| NHB Others | PM | I-I, I-E, E-I | 0.859 |
| HB Work | AM | All externals | 0.12 |
| HB Work | IP | All externals | 0.121 |
| HB Work | PM | All externals | 0.121 |
| HB Employers Business | AM | All externals | 0.178 |
| HB Employers Business | IP | All externals | 0.178 |
| HB Employers Business | PM | All externals | 0.179 |
| HB Education | AM | All externals | 0.054 |
| HB Education | IP | All externals | 0.054 |
| HB Education | PM | All externals | 0.054 |
| HB Shopping | AM | All externals | 0.071 |
| HB Shopping | IP | All externals | 0.071 |
| HB Shopping | PM | All externals | 0.071 |
| HB Other | AM | All externals | 0.093 |
| HB Other | IP DAA | All externals | 0.093 |
| HB Other | PM | All externals | 0.093 |
| NHB Employers Business | AM | All externals | 0.18 |
| NHB Employers Business | IP DA4 | All externals | 0.179 |
| NHB Employers Business | PM | All externals | 0.178 |
| NHB Others | AM | All externals | 0.093 |
| NHB Others | IP DAA | All externals | 0.094 |
| NHB Others | PM | All externals | 0.094 |

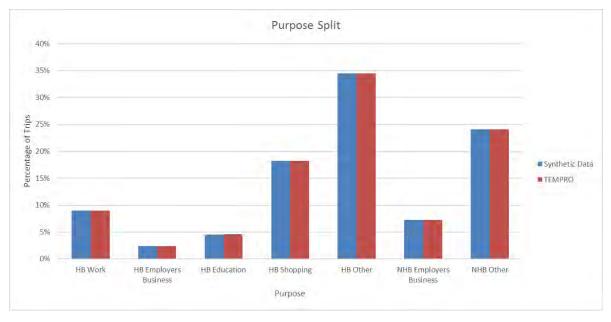


Appendix D Synthetic Purpose Split

Great Britain - AM

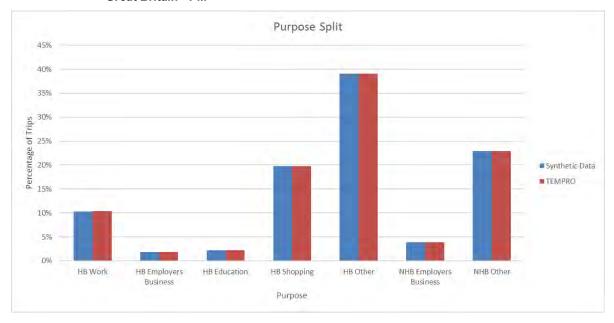


Great Britain - IP

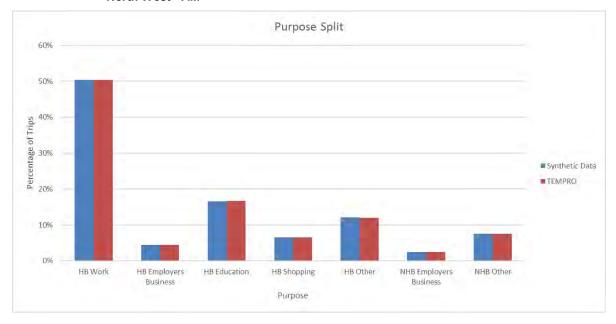




Great Britain - PM

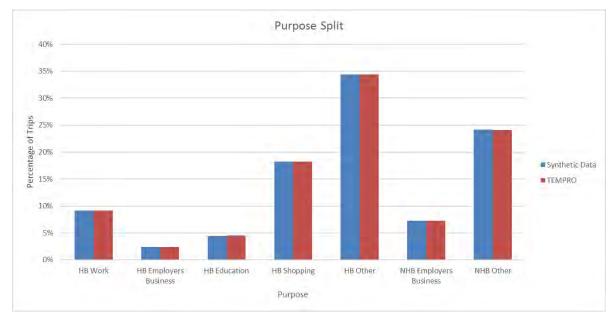


North West - AM



JACOBS°

North West - IP



North West - PM

