

**Transport  
Technical Note**

**Devon County Showground**

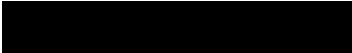
19 January 2026

**Prepared for Devon County Agricultural Association**

**Prepared for:**  
Devon County Agricultural Association  
Westpoint  
Clyst St Mary  
Devon  
EX5 1DJ

**Prepared by:**  
Markides Associates  
**London Office**  
2nd Floor, The Bridge  
73 – 81 Southwark Bridge Road  
London SE1 0NQ  
United Kingdom

**Basingstoke Office**  
Belvedere House, Basing View,  
Basingstoke RG21 4HG  
United Kingdom

  
E: [info@markidesassociates.co.uk](mailto:info@markidesassociates.co.uk)  
W: [markidesassociates.co.uk](http://markidesassociates.co.uk)

Project Number: 25309  
Doc Number: 03

Rev	Issue Purpose	Author	Reviewed	Approved	Date
-	Draft for Discussion	RJH	BM	ACM	14/01/26
A	Issue	RJH	BM		19/01/26

Copyright 2026 Markides Associates Ltd. The concepts and information contained in this document are the property of Markides Associates. Use or copying of this document in whole or in part without the written permission of Markides Associates constitutes an infringement of copyright.

Limitation: This report has been prepared on behalf of, and for the exclusive use of the client of Markides Associates, and is subject to, and issued in accordance with, the provisions of the contract between the client and Markides Associates. Markides Associates accepts no liability or responsibility whatsoever for, or in respect of, any use of, or reliance upon, this report by any third party.

## Contents

### Sections

1.	INTRODUCTION.....	4
2.	CONTEXT OF THE DEVON COUNTY SHOWGROUND AND WESTPOINT ARENA OPERATIONS.....	5
3.	REPRESENTATION 2 – WS01 POLICY FOR MARLCOMBE OBJECTION .....	11
4.	REPRESENTATION 3 – WS01 LACK OF EVIDENCE OBJECTION .....	18
5.	SUMMARY AND CONCLUSIONS .....	27

### Figures

Figure 2.1	Devon County Show Map
Figure 2.2	Devon County Show – Car Parking Plan
Figure 2.3	Devon County Show – Traffic Management Positions
Figure 2.4	Devon County Show – Traffic Management Details
Figure 2.5	Westpoint – Concert Traffic Management Plan
Figure 3.1	Extract from Marlcombe Masterplan
Figure 3.2	Active Travel Access to be Safeguarded
Figure 4.1	EDNC Vehicular Trip Rates and Traffic Generation
Figure 4.2	Greater Exeter Traffic Model – Scenario 2 – AM Peak - Junctions with Volume over Capacity
Figure 4.3	Greater Exeter Traffic Model – Scenario 2 – PM Peak – Junctions with Volume over Capacity
Figure 4.4	Greater Exeter Traffic Model – Scenario 2 – AM Peak – Network at A3052 / DCS Access
Figure 4.5	Greater Exeter Traffic Model – Scenario 2 – AM Peak – Network at A3052 / DCS Access
Figure 4.6	Greater Exeter VISSIM Model Extents
Figure 4.7	Comparison of 2017 and 2022 Observed Traffic Flows for Greater Exeter Traffic Model

### Separate Figures

Figure 1.0	Area Overview
Figure 2.0	Wider Area Map
Figure 3.0	Adjacent Land Uses

---

## Appendices

Appendix A – Westpoint Events Schedule 2025

Appendix B – A3052 / Loverose Way (DCS / Westpoint Arena Access) Traffic Survey  
Data

## 1. Introduction

- 1.1.1 Markides Associates (MA) have been commissioned by the Devon County Agricultural Association (DCAA) to provide Transport Representations to the East Devon District Council (EDDC) Second Regulation 19 Local Plan Consultation. This primarily relates to the transport related impacts on the DCAA's Devon County Showground (DCS), and associated Westpoint Arena, located to the east of Exeter.
- 1.1.2 Significantly, the DCS is situated to the immediate west of the proposed 'East Devon New Community' (EDNC), also known as Marcombe New Town, of up to circa 10,000 new homes and supporting employment land uses. Both are situated to the north of the A3052 from which the DCS takes its access and from which the EDNC is also proposed to take access. The location of the DCS and EDNC are shown in **Figure 1.0** and in the context of the wider area in **Figure 2.0**.
- 1.1.3 The DCAA are making Representations to the Consultation of which MA, through this Transport Technical Note, is supporting:
- Representation – WS01 Policy for Marcombe Objection
  - Representation – WS01 Lack of Evidence Objection

## 1.2 Report Structure

- 1.2.1 This report is set out in the following sections:
- a) **Section 2** provides the context of the DCS and Westpoint Arena operations, hence the significant concern arising from the EDNC proposals.
  - b) **Section 3** sets out our high-level concerns on transport, including operational parking impacts and the delivery of key infrastructure to support the EDNC, and suggested changes to Policy.
  - c) **Section 4** sets out detailed technical concerns relating to transport, including the lack of evidence at present to demonstrate that significant impacts can be appropriately mitigated in order to ensure the long-term future of the DCS and Westpoint Arena activities.
  - d) **Section 5** summarises and concludes the Representations.

---

## 2. Context of the Devon County Showground and Westpoint Arena Operations

### 2.1 Introduction - Devon County Agricultural Association

- 2.1.1 The DCAA was set up to promote agriculture, horticulture, and forestry in Devon. Its aim is to hold and promote shows, exhibitions and competitions connected with the use of agricultural land in all its aspects.
- 2.1.2 The DCAA's flagship event is the Devon County Show, staged in the third week of May every year at Westpoint Arena near Exeter. It is a gigantic shop window for local agriculture, horticulture, food and drink, rural crafts and forestry.
- 2.1.3 The DCAA owns a subsidiary company, Westpoint Centre (Devon) Ltd, that is charged with generating income from DCAA buildings and land during the remaining 11 months of the year.

### 2.2 Events

- 2.2.1 The Devon County Show attracts over 100,000 visitors across three days, with approximately 35,000 visitors per day. There are also employees, exhibitors and competitors that require access to and from the Show, prior to, during and after the event. The Show attracts attendees from across the UK, with a higher focus in Devon and the southwest.
- 2.2.2 **Figure 2.1** shows the activities, access gates and internal road network for the Show.

Figure 2.1 Devon County Show Map



Source: <https://devoncountyshow.co.uk/show-information/getting-to-the-show/>

- 2.2.3 The Westpoint Arena holds large events during the year, such as professional darts and music concerts. The Westpoint Arena also holds smaller events throughout the year and acts as an exhibition, conference and events space. There is an event on at Westpoint Arena most weeks of the year, which vary in size. For Westpoint Arena, their 2025 events are listed in **Appendix A**. The Westpoint events attract attendees from across the south of the UK, with a higher focus in Devon and the southwest.
- 2.2.4 The DCS also has day-to-day operations which include running the DCAA and Westpoint businesses, motorcycle training, lorry driver training and ecology training.
- 2.2.5 For the benefit of analysing transport matters with respect to the DCS, its operations can be broadly placed into four 'scenarios', as follows:
- Scenario A – Day-to-day operations.
  - Scenario B – Scenario A plus smaller Westpoint Arena events, such as craft shows.
  - Scenario C – Larger Westpoint Arena events, such as darts and music concerts.
  - Scenario D – The Devon County Show itself.

---

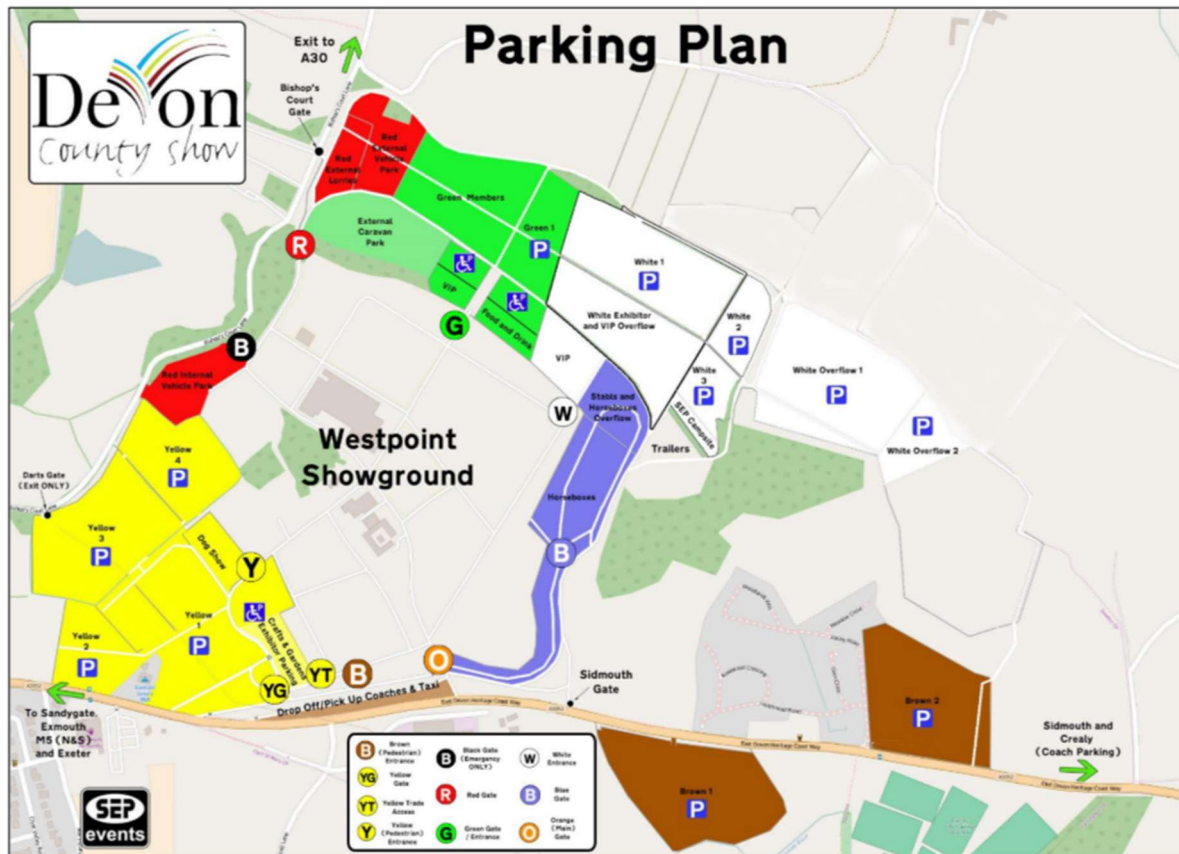
## 2.3 Public Transport Access

- 2.3.1 For day-to-day operations and the Westpoint events, Stagecoach operates public bus services 9 and 9A at a joint 30-minute frequency from Exeter bus station through Exeter city centre to the Westpoint Arena.
- 2.3.2 For the Show a substantial amount of people arrive by public transport, especially by bus and rail.
- 2.3.3 Those travelling by train are considered to mostly arrive via the Exeter St Davids mainline rail station. For the Show, Stagecoach operates an additional No. 9W bus service at a 30-minute frequency from Exeter St Davids railway station.
- 2.3.4 Visitors to the Show also arrive by bus from Honiton, Sidmouth, Seaton, Exmouth and Axminster.

## 2.4 Car Parking

- 2.4.1 Car parking for the day-to-day operations and the Westpoint (large and small) events takes place on-site. For these events, Westpoint offers free parking for up to 1,400 vehicles on-site.
- 2.4.2 For the Show much of the DCS land is used by agricultural businesses to house animals, farm vehicles, for food and drink, stalls and for shows, as shown in **Figure 2.1**. As such, the DCAA use a small proportion of their own land and lease a significant area of land in adjacent fields for car parking given the quantum of visitors, totalling circa 25,000 spaces – notably a significant proportion of these fields form part of the EDNC, equating to circa 5,000 spaces.
- 2.4.3 **Figure 2.2** shows the location of on and off-site car parking that is used for the Show including those in the adjacent fields.

Figure 2.2 Devon County Show – Car Parking Plan



Source: DCAA

## 2.5 Traffic Management

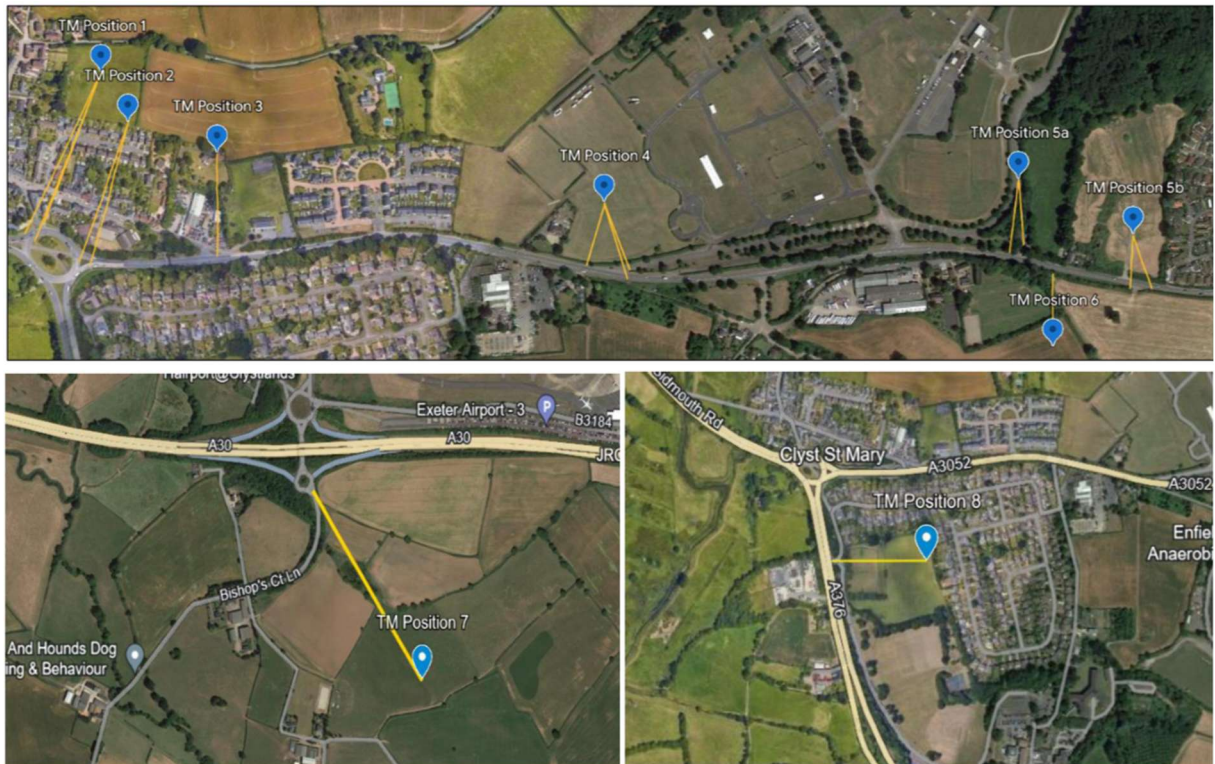
### Devon County Show

- 2.5.1 There is a major traffic management operation required for bringing visitors into the DCS and then safely allowing visitors to exit the DCS for the Show. The traffic management is mainly to cater for motor vehicle access and egress, including cars, buses and taxis.
- 2.5.2 The sheer quantum of visitors to the Show, along with access primarily only onto the A3052, creates major pressure on the local and strategic highway network.
- 2.5.3 The DCAA have also advised that every six to seven years the Show falls on a bank holiday, which it does in 2026. This causes additional pressure on the local and strategic highway network given it is also the start of the May half-term for schools and colleges with many people travelling into the southwest.
- 2.5.4 In order to cater for visitors to the Show, the DCAA have a Transport Management Plan (TMP).
- 2.5.5 The TMP is reviewed annually with Devon County Council (DCC), Devon & Cornwall Police, National Highways (NH) and EDDC. It is considered that this is the most appropriate frequency for reviewing the TMP as it enables lessons learnt from the previous Show to be addressed.

2.5.6 We understand, however, from liaison with both the DCAA and Westpoint that despite these efforts the general public retain long memories of historic events not operating as smoothly as intended, and that the DCS / Westpoint is blamed for congestion on the local and strategic highway network even when there are no events actually occurring.

2.5.7 The off-site traffic management controls for the Show are set out in **Figure 2.3** and **Figure 2.4**.

**Figure 2.3 Devon County Show – Traffic Management Positions**



Source: DCAA

**Figure 2.4 Devon County Show – Traffic Management Details**

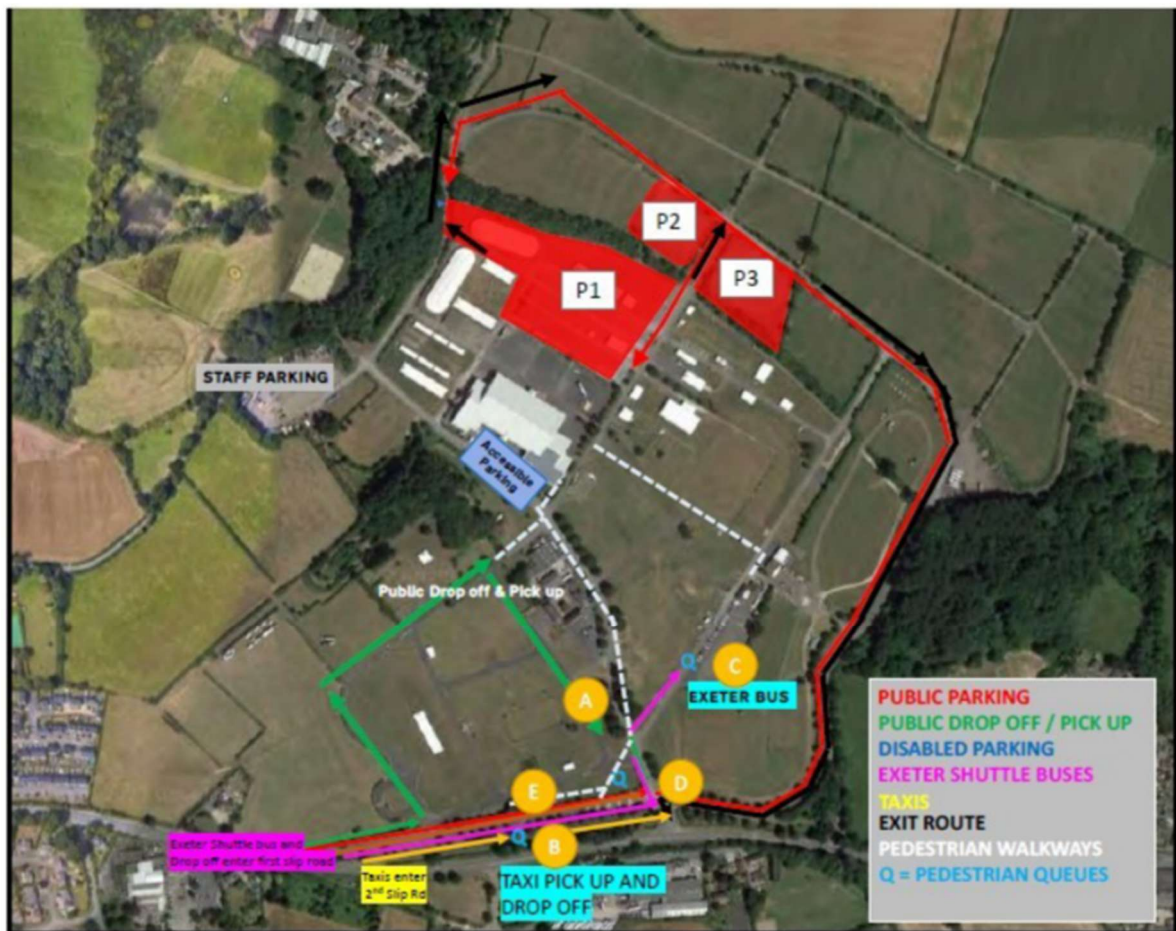
TM1	Clyst St Mary Roundabout	3 Stop/Go positions	From 07:00	Until clear	Allow & control village traffic to exit using RAB
TM2	Clyst St Mary Roundabout	4 Head 2-way traffic lights		Egress	To control event traffic leaving to allow other road users to access A376 via RAB
TM3	Exit from Parkview Cottages on to A3052	Turn Ped Crossing on	08:30 – 09:00	15:15 - 15:45	Pedestrian crossing for the school
TM4	Runway on to A3052	4 head 2-way traffic lights		Egress	Controlling the flow of event exit traffic on to A3052 and other road users on A3052
TM5a & 5b	Sidmouth & Brown Gates	2 x Stop/Stop Signs	09:00	Egress	AM to assist pedestrians from crossing from Brown car park.  PM as above but to also assist egress from Sidmouth and Brown Gates
TM6	Pedestrian crossing from and to brown car park to Westpoint	Stewards supporting the 5a and 5b	09:00	Egress	To allow pedestrians to cross A3052 safely from and to Westpoint
TM7	Egress traffic using Bishops Court Lane to access the A30	No Entry into Bishops Court Lane		Egress	To allow vehicles to exit yellow gate up Bishops Court Lane onto the A30

Source: DCAA

### Westpoint Events

- 2.5.8 Westpoint operate bespoke 'Traffic, Transport & Pedestrian Management Plans', depending on the scale of the event.
- 2.5.9 All traffic management is managed by Community Safety Accreditation Scheme Accredited Persons (CSAS AP's), who have police powers to stop and direct traffic.
- 2.5.10 A plan of the traffic management at the A3052 site access and on-site is shown in **Figure 2.5** below.

**Figure 2.5 Westpoint – Concert Traffic Management Plan**



Source: Westpoint – Traffic, Transport & Pedestrian Management Plan

## 3. Representation – WS01 Policy for Marlcombe Objection

### 3.1 Introduction

3.1.1 Our objection in respect of the Policy for Marlcombe relates to:

- High-level transport concerns about the scale and delivery of the EDNC, including its Transport Vision.
- The operational parking impacts on the DCS, in particular the loss of land to the EDNC that is currently used to accommodate significant visitor car parking for the annual Devon County Show.
- The interface between the DCS and the EDNC which is not sufficiently acknowledged or embraced.
- The commitment and ability to deliver the transport infrastructure required to enable and mitigate the EDNC.

3.1.2 As well as raising our concerns we also put forward a policy wording amendment to embed the principle of safeguarding for the Devon County Show and Westpoint Arena into the EDDC Local Plan.

### 3.2 High-Level Transport Concerns

3.2.1 Our immediate concern is that there is insufficient evidence to support the scale and delivery of the EDNC; we elaborate further on the details at **Section 3.5** and **Section 4**.

3.2.2 We also acknowledge that a Transport Vision has now been produced in evidence, document reference **NWC-003** as of November 2025. As consistent with other Local Plan evidence base documentation there is no mention of the DCS or Westpoint Arena anywhere within this report, other than the latter appearing on the map. It is clear that the interaction between the DCS and the EDNC has not been considered beyond the safeguarding of the land for an access from the EDNC to the DCS, as noted at **Section 3.4**.

3.2.3 As the Marlcombe Transport Vision immediately recognises in its opening paragraph (1.1.1), this will be a new town of significant size with a population of circa 18,000 residents which would sit in size between that of the existing towns of Brixham (circa 17,000) and Tiverton (circa 21,000); it is important for context that this is remembered throughout and that accordingly the EDNC is an ambitious scheme.

3.2.4 Internalisation is rightly recognised as being critical to the transport strategy *“forcing the provision of built facilities at a sufficiently early stage to avoid Marlcombe becoming a dormitory town”* (**NWC-003, 1.1.4**).

3.2.5 The Transport Vision sets out a plethora of initiatives to encourage internalisation of residential trips but there are inherent risks to achieving these such as:

- Reliance on the proposed Park and Ride sites intercepting existing trips into Exeter (**NWC-003, 2.4.1**), however we understand from discussions with Stagecoach that the existing Park and Ride sites serving Exeter were not viable using dedicated bus services; the lower patronage instead relies on general bus services calling in.
- Improvements to rail services available from existing stations, which are situated outside of Marcombe, are realisable only through several different major improvement schemes “*over time*” (**NWC-003, 2.4.2**).
- The construction of Marcombe is stated as being “over 15 or more years” (**NWC-003, 2.9.1**) but it is expected that this would be materially longer given the level of infrastructure and other land uses (not just residential) proposed. Furthermore the Local Plan relates to only circa 8,000 dwellings and not the full circa 10,000 dwellings expected to form the EDNC.
- Bus usage, including that of the Park and Ride sites, will not be supported by bus priority initially and it is stated that financial incentives will be used instead (**NWC-003, 2.11.12**). We are concerned that without bus priority from the outset the bus services will be hindered by what is an already constrained highway network, compounded by the Marcombe traffic being added too, and thus the desired mode shift will not be achievable.
- The resolution of the highways constraints is acknowledged as being unresolved (**NWC-003, 2.12.1**).

3.2.6 The bulk of the Transport Vision is focussed upon the residential elements of the new settlement, with associated residential-related facilities such as schools and retail also mentioned. We are concerned that:

- The Vision is blinkered by the lack of attention being given to the 40ha of employment land uses which need to be delivered to avoid Marcombe becoming a dormitory. Only short sections of the Vision are given over to in relation to the employment uses – Section 11.11 Workplace Travel Planning and 15.4 Employment and Commercial Space Delivery.
- Far more emphasis needs to be made to both the delivery of the employment uses and to the Transport Strategy these will need. Notwithstanding the internalisation focus on the residential uses, the employment uses will be a major contributor of trips coming into and out of the settlement – circa 30 to 40% of peak hour trips (as estimated from **Figure 4.1**).

3.2.7 It is also not clear in evidence whether the assumed internalisation rates have been adjusted to reflect the different scope available to achieve this when comparing different residential milestones, i.e. 3,500 dwellings versus 8,000 versus 10,000. We are therefore concerned:

- Whether the Transport Vision and triggers are sufficient for earlier phases?

- Whether the peak traffic impact has been identified? (e.g. with fewer dwellings than the end-state but with less on-site facilities and fewer internalisation opportunities.)

### 3.3 Operational and Parking Impacts

3.3.1 In operational terms, the complex traffic management required for the Devon County Show will become more complex once Marlcombe is being built out due to:

- The loss of a material quantum of adjacent parking.
- The materially increased traffic volumes associated with Marlcombe.
- The reallocation of existing roadspace, per the existing Traffic Management Plan, on the A3052 which may not be possible depending upon the mitigation measures along that highway corridor.
- The timing of delivery of bus priority to serve Marlcombe will also need to be aligned with the loss of parking, in order that Show visitors can travel from remote car parks without being caught in congestion.

3.3.2 There will be similar, albeit less extreme impacts upon Westpoint Arena events, however the need for traffic management for such events would certainly be triggered more frequently as a result of Marlcombe.

3.3.3 In respect of the Show parking, at some point in the medium term the fields east of the DCS, will be built on and such leased parking for the Show will be lost. A total of circa 4,725 off-site car parking spaces would be lost due to Marlcombe.

3.3.4 The loss of car parking spaces due to Marlcombe will be compounded by Neighbourhood Plan sites coming forward in Clyst St Mary; refer **Figure 3.0**. Therefore, in total, circa 8,000 spaces will be lost.

3.3.5 As much of this current off-site field parking quantum as possible will need to be replaced using alternative land and fields. Depending on where any replacement off-site parking areas may be, shuttle buses are likely to be required to transfer people from the parking areas to the Show and back.

3.3.6 Potential alternative spaces would include the proposed Park and Ride sites at Marlcombe which are proposed to comprise 900 spaces, split 50/50 between the northern, A30, and southern, A3052, sites. The southern site is potentially within walking distance, provided that appropriate active travel connections are provided. Usage of the northern site would require use of shuttle buses.

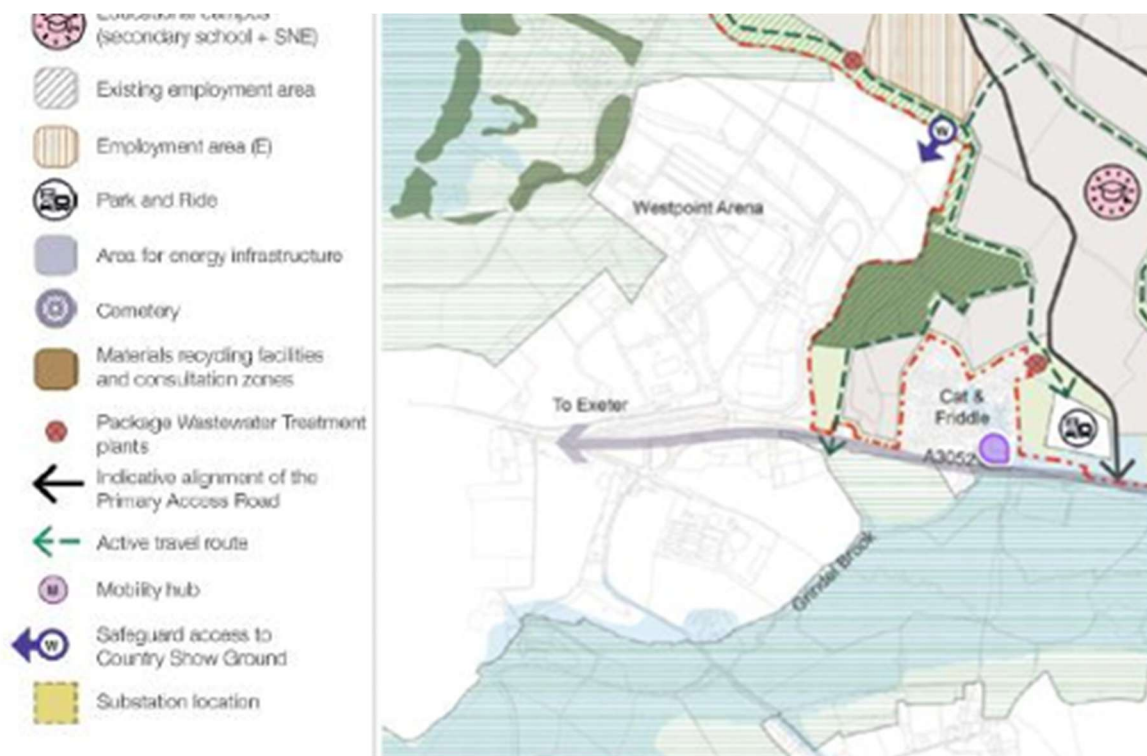
3.3.7 It is therefore imperative that stakeholders work with the DCAA to minimise the impact upon their operations and maximise the opportunities that will arise to offset this. Not doing so would create a material parking and traffic issue within Marlcombe.

---

### 3.4 Interface between DCS and EDNC

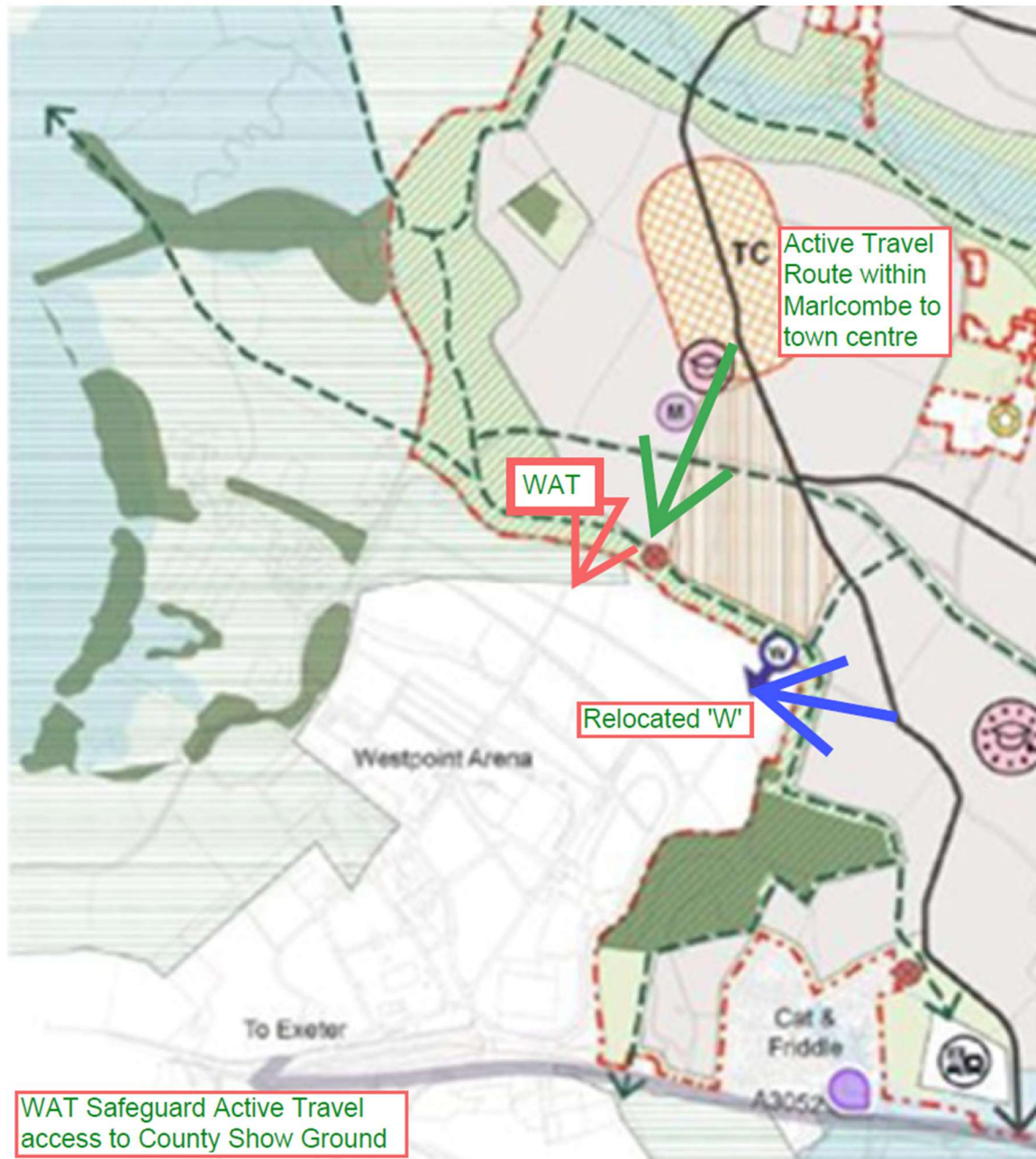
- 3.4.1 The masterplan for Marlcombe is shown on Figure 7 of the Consultation Local Plan.
- 3.4.2 We acknowledge and welcome the inclusion of a 'Safeguard access to County Show Ground', presented as a blue 'W' on the masterplan itself, as per the extract at **Figure 3.1**. This provides a very necessary opportunity to integrate DCS with the EDNC and such an additional access will be beneficial to both parties by allowing the more efficient routing of traffic to / from events at the DCS. We understand, however, that the land to the immediate north of the boundary at 'W' may not come forward as readily as that to the east and accordingly suggest that the location be amended as shown in **Figure 3.2**.
- 3.4.3 It is crucial that reference to the 'County Show Ground' implicitly covers all uses of the DCS, i.e. the Devon County Show, the frequent Westpoint Arena events and the daily uses. Furthermore, as written at present, Policy WS01 only refers to '*Development will need to occur and proceed broadly in accordance with the masterplan shown below plan policy and on an agreed phased basis.*' In order to ensure that the safeguarded access is achieved, it is essential that the policy wording makes direct reference to the DCS. Our policy amendment is set out at **Section 3.6**.
- 3.4.4 Given the commitment of Marlcombe to promoting active travel, it would also reinforce the interface and integration by also safeguarding an active travel access to align with the north-south desire line between the proposed town centre, mobility hub and the east-west active travel route, refer **Figure 3.2** ('WAT', Westpoint Active Travel connection), with **Section 3.6** also reflecting this.

Figure 3.1 Extract from Marlcombe Masterplan



Source: Figure 7 of Consultation Local Plan

Figure 3.2 Revised All Modes Access Location and Active Travel Access to be Safeguarded



Source: Figure 7 of Consultation Local Plan

### 3.5 Infrastructure Delivery

- 3.5.1 The commitment and ability to deliver the transport infrastructure required to enable and mitigate the EDNC is absolutely crucial. At the present time the Local Plan Infrastructure Delivery Plan (IDP, November 2025 – Version 02, document **KSD-001**) sets out 11 transport interventions that have to be delivered to support Marlcombe.
- 3.5.2 At the present time it is also understood that NH have outstanding concerns which we concur with (refer **TRI-033** and **paragraph 4.2.5** onwards) in respect of the traffic impacts of the EDNC and that they are having to undertake their own analysis beyond the work

already undertaken by DCC. As set out at **paragraph 4.2.6** it is unclear at the present time whether the key, pivotal, constraints at M5 Junctions 30 and 29 can be appropriately and sufficiently addressed. This relates to highway capacity, delays, queuing and ultimately highway safety.

3.5.3 We also share NH's concerns about the modelling methodology employed thus far of the required Primary Access Road, such that this may have implications for the capacity of this road, the site access junctions with the A3052 and A30 (including the traffic impact of the Cranbrook expansion; refer **Figure 3.0**), and the constrained off-site network served and influenced by the volume and pattern of forecast traffic.

3.5.4 The responsibility of funding and co-ordinating the delivery of the necessary infrastructure is also a concern given the IDP works for Marcombe include:

- Estimated costs in the millions and 'TBC' unknown costs against the key M5 Junction works.
- Undefined 'external funding sources'.
- Protracted implementation periods.

### 3.6 Amendments to Policy WS01

3.6.1 In order to help ameliorate our objections we ask that the following amendments are made to Policy WS01:

#### Wider Infrastructure

....

Q. Safeguard all modes ['W'] access to County Show Ground (for *all* showground uses) to allow connection on completion of adjacent Primary Access Road and active travel ['WAT'] access on completion of adjacent active travel routes.

R. Coordinate the Transport Strategy and mitigation measures, using all reasonable means to seek agreement with adjacent stakeholders including the County Show Ground, to ensure that their operation is not unduly affected.

## 4. Representation – WS01 Lack of Evidence Objection

### 4.1 Introduction

4.1.1 Our objection in respect of the Lack of Evidence is founded in the significant concern that at the present time the technical evidence presented is not concluded, as indeed is acknowledged by EDDC in their own evidence suite including the Marlcombe Transport Strategy (**NWC-003, 2.12**) and more pointedly the Greater Exeter VISSIM Modelling (WSP for NH, November 2025, document reference **TRI-033**).

4.1.2 We set out below our concerns arising from review of the above cited documents, however, we also present our concerns that, as has been consistent, the DCS and Westpoint Arena operations have not been recognised in the strategy and impact modelling work undertaken thus far. Where this has been included incidentally, the scale of operations have been incorrectly and wholly understated.

4.1.3 Accordingly, the evidence does not yet confirm that Policy WS01 is deliverable.

### 4.2 Highways Evidence Base

#### **NWC-003 Marlcombe Transport Vision (November 2025)**

4.2.1 The Transport Vision states:

#### **2.12 Strategic Highway Network**

2.12.1 In addition to the above off-site mitigations, it is also likely that improvement measures will be required at or around Junctions 29 and 30 of the M5. Further analysis is required to differentiate between impacts of background growth, collective Local Plans and Marlcombe specifically on the strategic highway network managed by National Highways (in this area, the M5 and A30). The design and timing of these improvements is currently under consideration by National Highways.

4.2.2 We are concerned that the wording of the above deflects from the pivotal role that the M5 Junctions 29 and 30 have in terms of the function of both the strategic and local highway networks - given their proximity to Marlcombe, our client's operations at DCS and Westpoint Arena, and the city of Exeter which abuts the motorway. All are intertwined and have direct consequences on the ability of people to move around the local area and the city.

4.2.3 It is therefore imperative that the constraints are addressed in direct relation to Marlcombe and it should not be interpreted or presented as 'an additional factor'. Other noted mitigation measures are situated on the local highway network leading to the motorway junctions and thus the validity of these cannot be confirmed until the details of the necessary mitigation measures at M5 Junction 29 and 30 are also concluded.

4.2.4 In respect of the Transport Vision, we have already highlighted our other concerns within **Section 3.2** and therefore will not repeat them here, however, they are also applicable to our Lack of Evidence objection.

---

**Tri-033 – Greater Exeter VISSIM Modelling (WSP for NH, November 2025)**

- 4.2.5 **Tri-033** is a comprehensive technical note which effectively presents the latest position on the modelling of the key junctions on the network at M5 Junction 30 – which connects via the A376 to the A3052 corridor to the southern end of Marlcombe, passing the DCS and Westpoint Arena en route – and at M5 Junction 29 – which connects to the A30 corridor to the northern end of Marlcombe. Both are therefore intrinsic to the impact area of Marlcombe.
- 4.2.6 We concur with WSP’s advice to NH and the other stakeholders, and highlight below for ease of reference the areas of concern still outstanding:
- Further testing is needed due to concerns about traffic forecasting, including negative growth being assumed into Exeter, thereby modelling through both M5 junctions is underestimating demand.
  - Similarly, the note raises concerns about the methodology of representing the whole of the new town as a single ‘model zone feed’ into the centre of the primary access road at Marlcombe. We concur with the concerns of routing assumptions arising and consider it imperative that the modelling be refined, noting that the EDNC access road will be over 2.5km (1.5 miles) long. This would also allow the phasing of the development to be properly assessed given that development is phased to start at either end and then fill towards the centre.
  - Further work is required at the Marlcombe northern access / A30 ‘Airport Roundabouts’ where there is significant queuing back into the new settlement and where there is concern about the ability to deliver [capacity and safety] upgrades to the slip roads with the A30.
  - Further testing is required of mitigation works at the A376 / A3052 junction. This will need to ensure that queues do not block back into M5 Junction 30.
  - Mitigation still needs to be worked out for M5 Junction 30 where it has been found that two right turning lanes are needed on the northbound off-slip into and through the junction to the A376. This was found to be necessary to avoid queuing back onto the mainline carriageway of the motorway. At the present time this has been achieved in the model by simply allowing right turning traffic to also use the lane which is currently assigned to Exeter Services / Sowton Industrial Estate; it is understood that further improvements are needed which have not been worked out and from our own observations the existing lane to the Services is very heavily trafficked (and indeed at times queues back from the adjacent services roundabout into the M5 Junction 30, impacting the circulatory movements).
- 4.2.7 The above will need to be addressed through further work with both the Greater Exeter ‘SATURN’ traffic model and the smaller, more detailed ‘VISSIM’ model. These model refinements should also take account of DCS / Westpoint Arena, refer **Section 4.3**.

- 4.2.8 For context and to emphasise the importance of the further work needed, **Figure 4.1** is an extract of Tables 2 and 3 from the Technical Note (Greater Exeter VISSIM Modelling) showing the traffic generated in the first two major phases of development. We note that this also differs from Policy WS01 which states a different quantum of employment land, thus further clarity is needed before the modelling can be concluded.

**Figure 4.1 EDNC Vehicular Trip Rates and Traffic Generation**

*Table 2 – EDNC Trip Rates*

Land Use	AM Peak			PM Peak		
	Arrivals	Departures	Total	Arrivals	Departures	Total
<i>Residential (per dwelling)</i>	<i>0.070</i>	<i>0.270</i>	<i>0.340</i>	<i>0.162</i>	<i>0.144</i>	<i>0.306</i>
<i>Employment (per 100sqm)</i>	<i>0.390</i>	<i>0.133</i>	<i>0.523</i>	<i>0.074</i>	<i>0.388</i>	<i>0.462</i>

*Table 3 – EDNC Trip Generation*

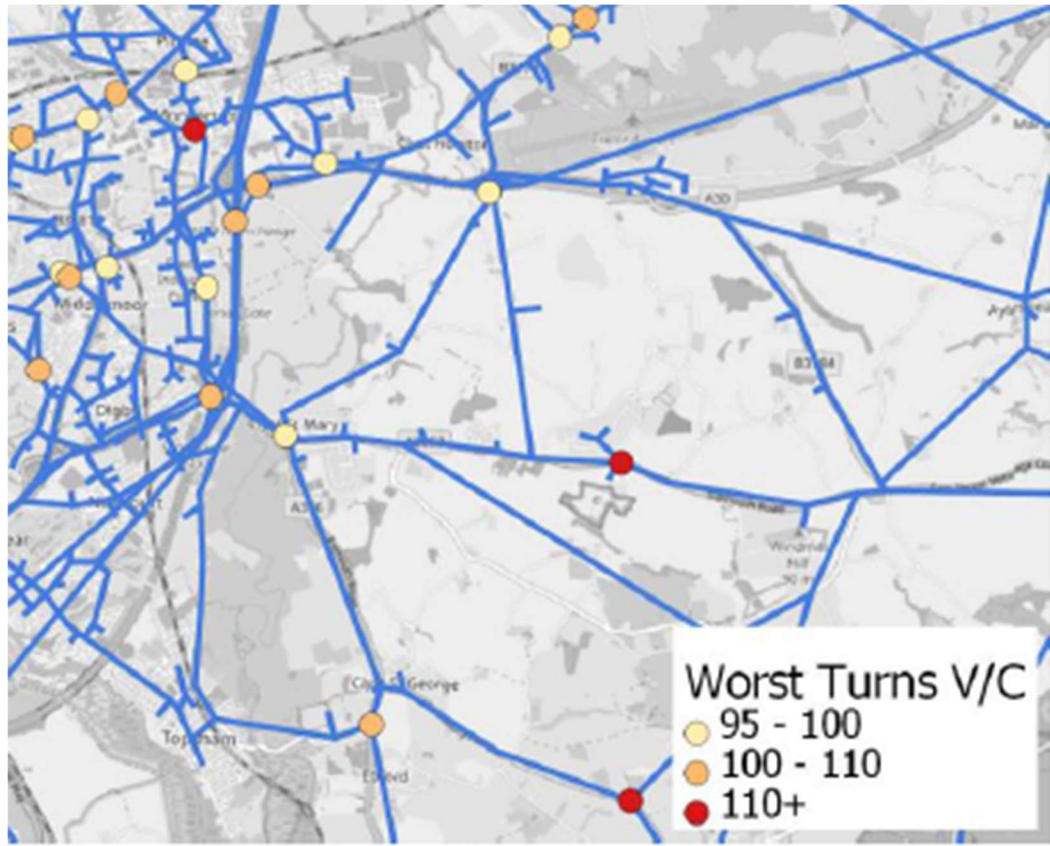
Phase	Development	AM Peak			PM Peak		
		Arrivals	Departures	Total	Arrivals	Departures	Total
1	<i>3,300 dwellings and 17.5ha employment</i>	612	846	1,458	530	925	1,455
2	<i>8,000 dwellings and 56ha employment</i>	1,766	2,135	3,900	1,341	2,635	3,976

Source: Tri-033

**Tri-029 – Greater Exeter Mitigation Modelling Scenario 2 (September 2025)**

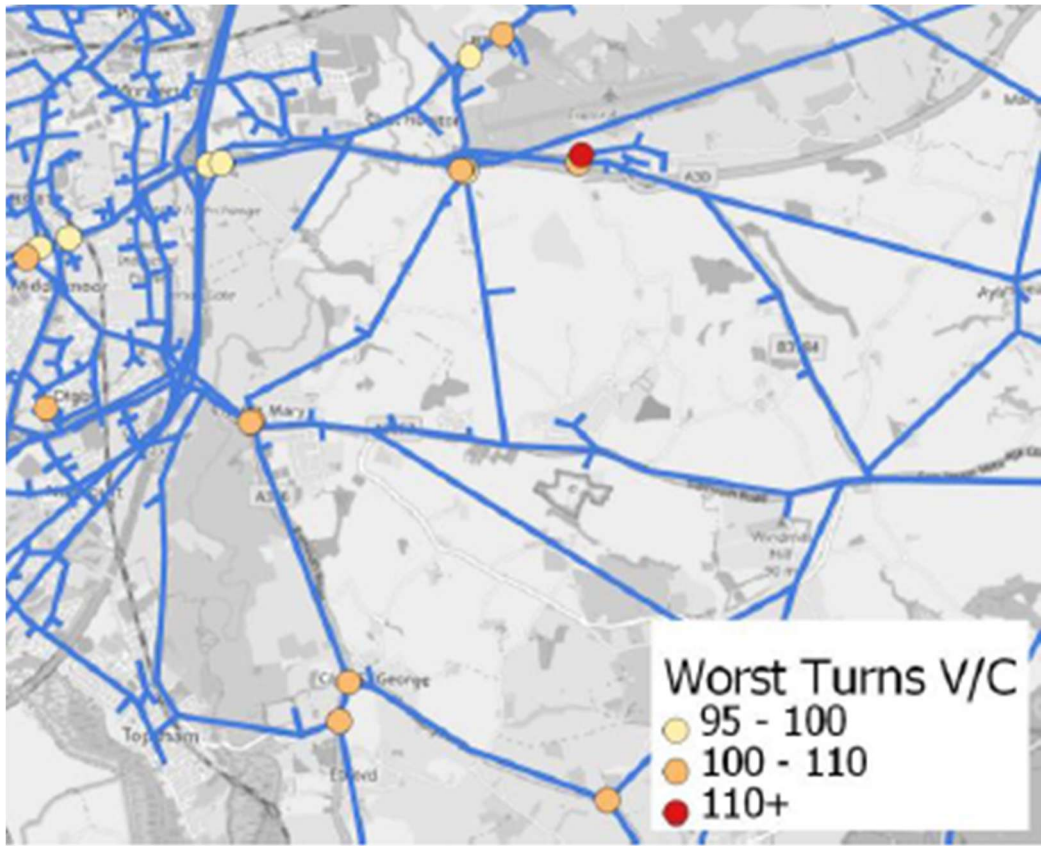
- 4.2.9 **Tri-029** is another technical note which effectively presents the latest position – prior to critique as per **Tri-033** – of the Greater Exeter SATURN traffic model of testing of Scenario 2, i.e. ‘Phase 2’ from **Figure 4.1**. As noted under **Tri-033** there remain multiple concerns about junction performance on the strategic and local highway networks, even after the proposed mitigation measures are accounted for (IDP, **KSD-001**).
- 4.2.10 The extent of the issue is illustrated by **Figure 4.2** and **Figure 4.3** where any highlighted junction is forecast to be over-capacity; these include both motorway junctions, the A376/A3052 Clyst St Mary Roundabout and the A30 Airport Roundabouts.

Figure 4.2 Greater Exeter Traffic Model – Scenario 2 – AM Peak - Junctions with Volume over Capacity



Source: Figure 21 from Tri-029

Figure 4.3 Greater Exeter Traffic Model – Scenario 2 – PM Peak – Junctions with Volume over Capacity



Source: Figure 23 from Tri-029

### 4.3 Modelling of DCS and Westpoint Arena

4.3.1 The DCS and Westpoint Arena operations have not been recognised in the transport strategy nor the traffic impact modelling work undertaken thus far. Where this has been included incidentally, the scale of operations has been incorrectly and wholly understated.

4.3.2 As set out in **Section 2**, the operations comprise four tiers of activity:

- Scenario A – Day-to-day operations.
- Scenario B – Scenario A plus smaller Westpoint Arena events, such as craft shows.
- Scenario C – Larger Westpoint Arena events, such as darts and concerts.
- Scenario D – The Show.

4.3.3 Scenarios C and D are large scale events which are subject to extensive, bespoke, traffic management measures, with Scenario D including some traffic which currently parks on land which be lost as a result of the development of the new settlement.

4.3.4 At the present time it appears that not even the non-traffic management scenarios (A and B) have been properly accounted for in either of the traffic models which cover the assessment area. As presented in **Section 2**, Scenario B is a typically weekly occurrence



Figure 4.5 Greater Exeter Traffic Model – Scenario 2 – AM Peak – Network at A3052 / DCS Access



Source: Figure 16 from Tri-029

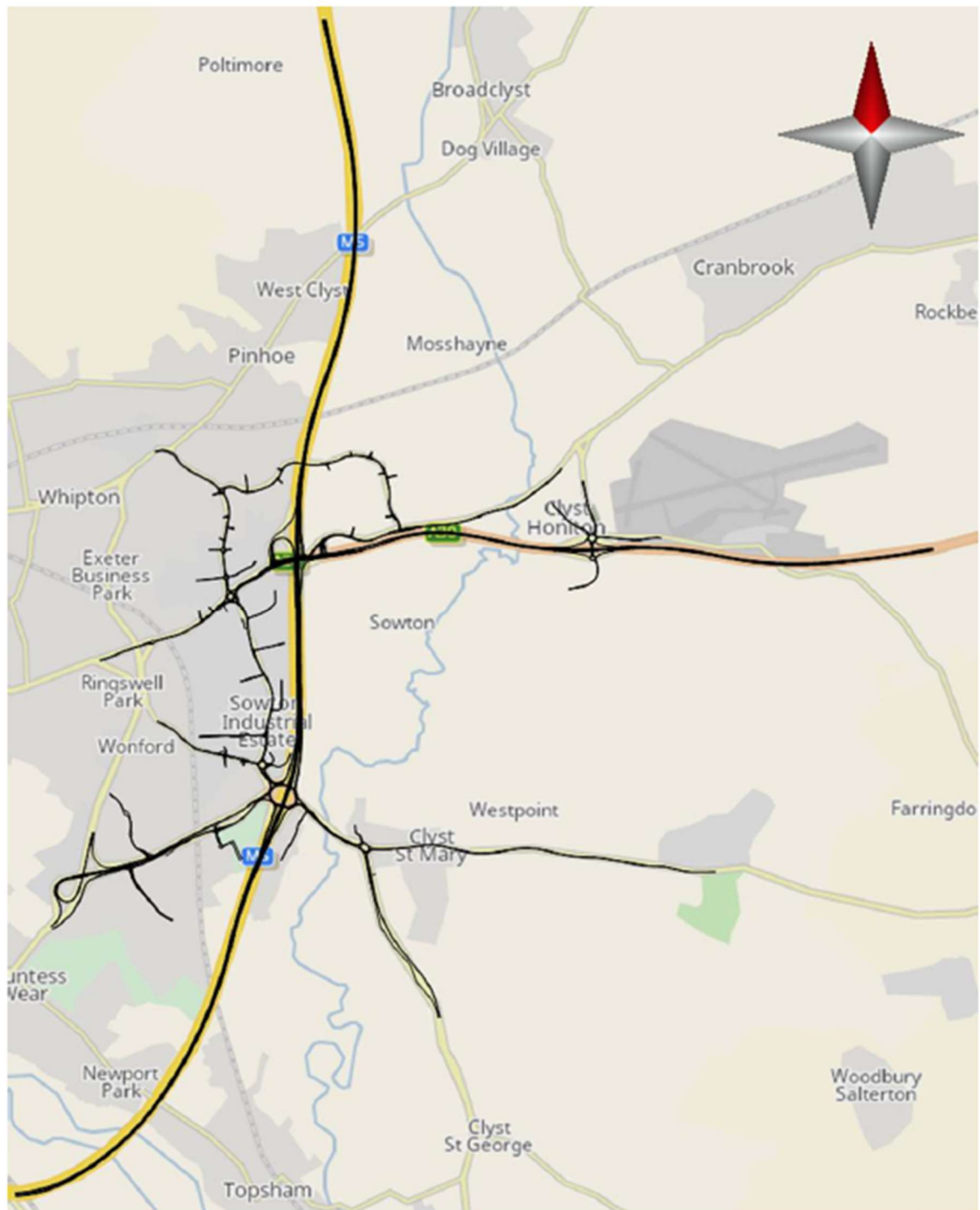
- 4.3.6 As an informative and comparator, MA commissioned traffic surveys at the DCS access (Loverose Way) / A3052 junction on Friday 5<sup>th</sup> December 2025 in order to capture a DCS / Westpoint Scenario B (this day being a Christmas Shopping Fayre as per **Appendix A**). The full survey results are attached at **Appendix B** from which flows entering and exiting the DCS access during the peak hours were obtained. These flows and a comparison with the modelled flows are presented in **Table 4.1**.

**Table 4.1 Devon County Showground / Westpoint Scenario B Observed Traffic Flows and Modelled Comparison**

	AM Peak Hour	PM Peak Hour
Observed Arrivals	162	26
Modelled Arrivals	[Not presented in evidence]	
Differential	TBC	TBC
Observed Departures	21	177
Modelled Departures	10	46
Differential	+11	+131

- 
- 4.3.7 It can be seen that the traffic modelling work in the evidence base is underrepresenting the existing traffic flows associated with DCS / Westpoint Arena and therefore the modelling is not suitably accounting for it on the highway network and the proposed highway mitigation emerging may not be sufficient. We therefore request that the traffic modelling is refined with the Scenario B flows for the DCS and that a zone feed to the Marlcombe Primary Access is also included in the SATURN model so that the safeguarded access is factored into the future highways network.
- 4.3.8 It would also be necessary to check that the VISSIM model allows for the DCS / Westpoint traffic appropriately. With reference to **Figure 4.6** we note that the network does include the highway frontage of the A3052 at the DCS access junction, albeit not the junction - nor indeed the Marlcombe Primary Access – and for the comfort and safeguarding of our client’s operations the inclusion of this in the model is requested.

Figure 4.6 Greater Exeter VISSIM Model Extents



Source: Appendix A Tri-033

## 5. Summary and Conclusions

### 5.1 Summary

- 5.1.1 Markides Associates have been commissioned by the Devon County Agricultural Association (DCAA) to provide Transport Representations to the East Devon District Council (EDDC) Second Regulation 19 Local Plan Consultation. This primarily relates to the transport related impacts on the DCAA's Devon County Showground (DCS), and associated Westpoint Arena, located to the east of Exeter.
- 5.1.2 The DCS is situated to the immediate west of the proposed 'East Devon New Community' (EDNC), also known as Marcombe New Town, of up to circa 10,000 new homes and supporting employment land uses. Both are situated to the north of the A3052 from which the DCS takes its access and from which the EDNC is also proposed to take access.
- 5.1.3 The DCS does not just exist for the Devon County Show. Whilst the Show is its flagship event, its operations are a year-round asset for the county and can be broadly placed into four 'scenarios':
- Scenario A – Day-to-day operations.
  - Scenario B – Scenario A plus smaller Westpoint Arena events, such as craft shows, which take place on average on a weekly basis.
  - Scenario C – Larger Westpoint Arena events, such as darts and music concerts.
  - Scenario D – The Devon County Show itself which attracts over 100,000 visitors across three days.
- 5.1.4 On behalf of the DCAA our 'Representation – WS01 Policy for Marcombe Objection' presents concerns in respect of:
- High-level transport concerns about the scale and delivery of the EDNC, including its Transport Vision. The Vision is predicated on enabling significant internalisation, however, there is both a lack of evidence to confirm these aspirations and risks to achieving this due to the major mitigation requirements and the necessary phasing thereof. The Vision has also focused on the residential element of the EDNC and paid insufficient attention to the employment uses acknowledged as necessary to prevent the settlement becoming a dormitory.
  - The EDNC will result in the loss of almost 5,000 parking spaces which support the success of the Devon County Show. It is therefore imperative that stakeholders work with the DCAA to minimise the impact upon their operations and maximise the opportunities that will arise to offset this. Not doing so would create a material parking and traffic issue within Marcombe.
  - The interface between the DCS and the EDNC is not sufficiently acknowledged or embraced. To address this, we ask that Policy WS01 is amended:

### Wider Infrastructure

....

Q. Safeguard all modes ['W'] access to County Show Ground (for *all* showground uses) to allow connection on completion of adjacent Primary Access Road and active travel ['WAT'] access on completion of adjacent active travel routes.

R. Coordinate the Transport Strategy and mitigation measures, using all reasonable means to seek agreement with adjacent stakeholders including the County Show Ground, to ensure that their operation is not unduly affected.

- The commitment and ability to deliver the transport infrastructure required to enable and mitigate the EDNC. It is unclear at the present time whether the key, pivotal, constraints at M5 Junctions 30 and 29 can be appropriately and sufficiently addressed. This relates to highway capacity, delays, queuing and ultimately highway safety. We also share National Highways (NH's) concerns about the modelling methodology employed thus far of the required Primary Access Road, such that this may have implications for the capacity of this road, the site access junctions with the A3052 and A30, and the constrained off-site network served and influenced by the volume and pattern of forecast traffic.

5.1.5 Our 'Representation – WS01 Lack of Evidence Objection' presents our evidential concerns in respect of:

- Model forecasting and development inconsistencies.
- The treatment of the Primary Access Road (as outlined above).
- Further testing being required to confirm the critical mitigation of the M5 junctions (as also above), the main Marlcombe access junction on the A30, the main A3052/A376 corridor and their intersection at Clyst St Mary Roundabout. At the present time it has not been demonstrated that the network can operate safely and with sufficient capacity.
- The traffic modelling work in the evidence base. This is underrepresenting the existing traffic flows associated with DCS / Westpoint Arena and therefore the modelling is not suitably accounting for it on the highway network and the proposed highway mitigation emerging may not be sufficient. We therefore request that the traffic modelling is refined and that a zone feed to the Marlcombe Primary Access is also included in the DCC SATURN model so that the safeguarded access is factored into the future highways network.
- It would also be necessary to check that the NH VISSIM model allows for the DCS / Westpoint traffic appropriately. We note that the network does include the highway frontage of the A3052 at the DCS access junction, albeit not the junction - nor indeed

---

the Marlcombe Primary Access – and for the comfort and safeguarding of our client’s operations the inclusion of this in the model is requested.

## 5.2 Conclusions

- 5.2.1 At the present time, we consider that significant additional work is required to provide the comfort that Policy WS01 is sound and that the New Community will not have a detrimental impact upon both the operation of not only the flagship Devon County Show but also the year-round operations of the Showground and Westpoint Arena; resolution of these matters is essential to secure their future.

## FIGURES

- Figure 1.0 Area Overview
- Figure 2.0 Wider Area Map
- Figure 3.0 Adjacent Land

## APPENDICES

Appendix A – Westpoint Events Schedule 2025

Appendix B – A3052 / Lovrose Way (DCS / Westpoint Arena Access) Traffic Survey Data

## **APPENDIX A– WESTPOINT EVENTS SCHEDULE 2025**

**APPENDIX B– A3052 / LOVEROSE WAY (DCS / WESTPOINT  
ARENA ACCESS) TRAFFIC SURVEY DATA**



Markides Associates  
81 Southwark Bridge Road, London, SE1 0NQ

  
<https://markidesassociates.co.uk>