
What is KERB?

KERB was brought together from several groups across the town by Cllr. Simon McNeill-Ritchie. Its aim is to help the Town Council and residents gain a fuller understanding of transport issues, and to help provide Wiltshire Council with a strong level of consensus on the outcomes the town wishes to achieve.

Cllr. Simon McNeill-Ritchie – Chair

Simon is a former British diplomat, company chairman, social entrepreneur and academic. He was elected as an independent Town councillor in May 2017 and he currently chairs the Council's Town Development, Business & Tourism Committee.

Trevor Bedeman

Trevor is a management consultant in data sharing, risk and statistical analysis. He is a founding partner of White-Stripe, which lobbies for pedestrian safety and against traffic intimidation.

Rob Brown

A keen rambler, Rob is Treasurer and Membership Secretary of West Wilts Rail Users Group and a Team Leader for Heart of Wessex community rail volunteers.

Nigel Gerdes

A retired electrical and electronic engineer, who worked in MoD project management, Nigel is a former Chair of Climate Friendly, Bradford of Avon, and a member of Wiltshire Walking for Health.

Have your say

Consultation evenings

Wednesday 16th January, 19.00 - 20:30,
St Laurence School, (part of Bradford on Avon Area Board)

Thursday 31st January, 19.00 - 20.30
Youth and Community Centre, Kennett Gardens.

Friday 1st February, 14.00 - 16.30
St. Margaret's Hall

Online

You can read the KERB report at [\[insert hyperlink\]](#), and complete the consultation questionnaire at [\[insert hyperlink\]](#).

The consultation will run until mid-February.



Talking Transport

Public consultation on Bradford on Avon transport:

Experiences, evidence and outcomes



Understanding the problem will help us work out the outcomes we want.



A town that works

A historic working town, Bradford on Avon relies on a road-system laid down in its pre-industrial past, focussed on the town bridge - this means that our traffic problem goes through the economic and social heart of the town.

Understanding the balance that has to be struck between getting through or into town quickly, parking, and a pleasant and safe environment in the centre and surrounding roads is key to finding solutions.

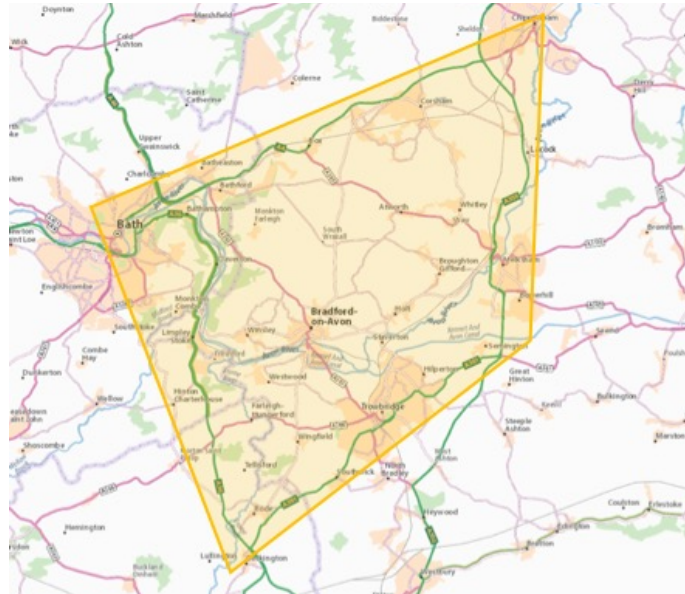
“To rebalance the use of our roads to promote the health and well-being of residents, and the economic viability of the town centre”

(Town Council policy aim, agreed December 2017)

Keep breathing

Air quality is a known problem in the town, and evidence suggests it has significant health impacts, especially for more vulnerable people.

The proposed Clean Air Zone in Bath adds a further dimension to our problems, potentially adding hundreds more polluting vehicles to our roads every day.



A historic and regional problem

Bradford on Avon is an ancient river crossing point that sits at the centre of several through-roads and is often seen as a quick ‘cut-through’.

Understanding this position as the centre of a regional road network has knock-on effects for how effective some measures may be.

So, whatever is finally put in place, it must work to address this issue.



Help us work to the outcomes you want

Since the vote on the Historic Core Zone, Wiltshire Council have given the town a clear message - to tell them the outcomes we want to achieve, and they will work out the solutions to help us achieve them.

What this consultation does not focus on is specific ‘solutions’, as any individual measure, whether a one-way system, bypass, underground carpark or pedestrian zoning is likely, on its own, to make other parts of our problem worse.

The aim of the consultation is to confirm the issues that are most important to the town, as this will shape the solutions that Wiltshire’s Highways team come up with. These could be:

- Improving vehicle journey speed across the town;
- Improving pedestrian safety in known ‘hotspots’ like the Town Bridge, Market St., and on crossing points;
- Improving air quality;
- Reducing congestion.