

WILTSHIRE COUNCIL

ITEM 12

TROWBRIDGE AREA BOARD
17 November 2011

BYTHESEA ROAD – TROWBRIDGE
PEDESTRIAN SURVEY ADJACENT TO THE ‘SHIRES
GATEWAY’ DEVELOPMENT

1. Purpose of the Report

- 1.1 To provide information on the recent pedestrian survey which took place on Bythesea Road (adjacent to the Shires Gateway development) following concerns relating to pedestrian safety expressed by members of the Trowbridge Community Area Board and Community Area Transport Group (CATG)

2. Background

- 2.1 Following completion of the ‘Shires Gateway’ development in the autumn of 2009, repeated concerns regarding the apparent lack of pedestrian crossing provision in the vicinity of the new development have been raised. The main area of reported concern is the length between the mini roundabout with ‘The Shires’ shopping centre and the entrance to the fuel filling station.
- 2.2 In recognition of these concerns the CATG group commissioned a full pedestrian survey for this particular length of Bythesea Road, which included the signalised ‘Puffin’ crossing facilities installed by the developer as part of the Section 278 agreement.
- 2.3 The identified length for the survey on Bythesea Road encompassed three separate zones from its junction with Stallard Street to the traffic signal junction at the entrance to the ‘Shires Gateway’ car park. A plan indicating the respective zones are shown at **Appendix 1**
- 2.4 The pedestrian survey took place on Friday 22nd July and Saturday 23rd July 2011 by means of video observation. The directions of travel were recorded separately as ‘*Eastbound- Towards ‘The Shires Shopping Centre’*’ and ‘*Westbound – towards The Shires Gateway’*’. The analysis periods were at thirty minute intervals with pedestrians divided into to four separate classifications. These being: under 11 years, over 11 years, over 18 years and over 65 years.
- 2.5 The weather for Friday 22nd was described as ‘light rain with sunny spells’ together with ‘mild with sunny spells’ for Saturday 23rd.

3. **Main Considerations**

3.1 A summary table of the survey results are shown at point 3.3 below. A full breakdown for the respective days indicating, time and pedestrian classification for each zone are shown at **Appendix 2**.

3.2 For information the main area of concern, Zone B covers the area between the 'The Shires Shopping centre' and the entrance to the filling station encompassing both the 'NEXT' and 'Brantano' retail outlets.

3.3

	Eastbound (Towards 'The Shires Shopping Centre')		Westbound (Towards the 'Shires Gateway')		Total
	Friday 22/7/11	Saturday 23/7/11	Friday 22/7/11	Saturday 23/7/11	
Zone A	1926	1833	1709	1826	7294
Zone B	1281	1486	1518	1983	6268
Zone C	418	321	348	264	1351

3.4 The video survey recorded the most popular crossing point within each zone. Within Zone 'A' this was the existing 'Puffin' crossing facility south east of the Stallard Street junction. For Zone 'B' the most popular crossing location was the small traffic island on the south east approach to the mini roundabout junction with 'The Shires'. For Zone 'C' the staggered 'Puffin' crossing facility at the car park entrance to the 'Shires Gateway' proved most popular .

3.5 On the basis of the survey results set out above and subsequent discussions at the 4th October CATG meeting, members were clear on the need to identify measures to improve pedestrian provision within Zone B. In order to do this a full topographical survey of the area is required. The cost of which is £1259.00.

5.0 **Financial Implications**

5.1 The cost to undertake the topographical survey as recommended in this report is £1259.00

6.0 **Legal Implications**

6.1 There are no legal implications related to this report.

7.0 **HR Implications**

7.1 There are no HR implications related to this report

8.0 **Equality and Diversity Implications**

8.1 There are no equality and diversity implications related to this report.

9.0 **Recommendation**

It is recommended that:

The Area Board approves the CATG funding of £1259.00 for the topographical survey.

Mark Boden
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Appendices:

Appendix 1 – Plan showing pedestrian survey zones & busiest crossing locations
Appendix 2 – Full copy of pedestrian survey data

No unpublished documents have been relied upon in the preparation of this report