

BRADFORD ON AVON
HIGHWAY MATTERS QUESTIONS

1st November 2023

Traffic modelling and potential outcomes

1) When will the decision be made regarding the proposed return of the one-way system

Wiltshire Council and Bradford on Avon Town Council have jointly commissioned work on traffic modelling to allow scenario testing of different options for the town. The results of this will be shared with the local community in early 2024 to establish if there is a consensus on a way forward.

2) The data collected from the social-distancing traffic system in Bradford-on-Avon would have little to no bearing on a prospective one-way system today due to the exceptional circumstances in which the data was collected

An extensive up to date data collection exercise has been undertaken to inform the traffic model and the results of this will be shared with the local community in early 2024 to establish if there is a consensus on the way forward.

3) What plans are in place to prevent the travel through Bradford-on-Avon of large vehicles?

The existing weight limit on Town Bridge already controls the number of large vehicles travelling through the Town. It may be possible to reduce the limit further and a commitment was given to explore this in partnership with the Town Council.

Speeding and reduction of speed limits

4) Will Cllr Caroline Thomas agree to come and meet us on B3108 Winsley Hill so that we can show her why we need a reduction in the speed limit and a limit on HGV's using the road?

Discussion on speed limits along the B3108 including Winsley bypass and Winsley Hill continue with Wiltshire Councillors and the local MP, the outcomes of which will be communicated when available.

The number of HGV's using the B3108 has remained at a similar level for a number of years. However, what has changed is there is a greater proportion of larger HGV types which is a reflection of the change in the UK wide fleet with operators using a greater number of larger vehicles. It may be possible to introduce restrictions to control large HGV use, for example weight limits, and this would require a full assessment process which can be supported by the Town Council.

Wiltshire Council is also undertaking a review of the Local Transport Plan, which will include revising the Freight Strategy for Wiltshire. Further engagement will be undertaken throughout 2024.

5) With the traffic on Frome Road often too heavy to open road-facing windows, the 20mph speed limit routinely ignored by motorists, and Wiltshire Council determining that a speed camera was not possible, how will the situation improve?

Speeding enforcement is a police matter and should be reported to Wiltshire Police accordingly. Town and Parish Councils can consider use of Speed Indicator Devices (SID), which can deter drivers from speeding and inform prospective police enforcement. The Community Speed Watch team will

also commence work again following the re-opening of the road through Staverton. Further information can be found here: [Community Speedwatch | Wiltshire Police](#)

6) The SID on Winsley Road resulted in noticeable improvements for the few weeks it was working but was removed months ago. Why has it not been reinstated?

It is understood that the SID developed a fault soon after installation and was removed to be repaired. It has now been delivered back to the Town Council for reinstatement.

Railway Bridge at Limpley Stoke

7) What can be done to stop these bridge strikes happening at the railway bridge at Limpley Stoke? Can you put up signs warning of height restrictions? Who is responsible is it to stop this from happening?

On the length of the B3108 from Bradford on Avon to the rail bridge, advance signing is in place in three locations and are all clearly visible. On the length of the B3108 from the viaduct to the rail bridge one sign advising of the height restriction is in place but it has been obscured by vegetation growth.

An instruction has been given to the Council's contractor to cut this back to ensure the sign is visible. It is acknowledged that there are no signs indicating the rail bridge height restriction at the A36 Limpley Stoke Viaduct. This has previously been brought to the attention of National Highways, as the relevant Highway Authority, with the request for them to undertake a comprehensive signing review in the area. This will be followed up at the regular liaison meetings that Wiltshire Council has with them.

Contact has also been made with Network Rail and a meeting is due to take place shortly to identify remedial measures to prevent further bridge strikes.

Packhorse Bridge at Barton Farm

8) Shouldn't the Packhorse Bridge at Barton Farm be a bridleway? How do we get that done?

It is not clear what benefit a conversion is intended to bring. The bridge is very narrow in one section and is not suitable for use as a bridleway, especially with the high pedestrian usage. Further, the existing route is recorded as a Footpath and any conversion would require an extensive legal process.

The landowner is the Town Council not Wiltshire Council.

9) Now Sustrans is going to study town footbridges, can we send them our suggestions?

Sustrans are carrying out a study and can be contacted directly.

Town Bridge

10) Can you do a feasibility study into closing Bradford-on-Avon town bridge permanently?

Closing Town Bridge to all traffic is not a feasible option given the negative impacts on movements between the north and south of the town and the displacement of traffic onto other routes.

11) Has the Council considered a toll on the Town Bridge in Bradford-on-Avon for non-residents to reduce the volume of traffic?

It is considered there are other methods of reducing traffic volume more viable given toll roads incur a significant legislative challenge.

12) Does Wiltshire Council agree that Town Bridge is dangerous for pedestrians? What other footways in the town are also dangerous?

The road and pavement network in the town, as in many other locations in Wiltshire, has evolved over many centuries and there are locations where pavement widths do not meet current standards. Road safety, for all users, is a Council priority and is an objective of the town's traffic survey and modelling work, the outcomes of which will be shared in early 2024.

13) Would a new bridge near Town Bridge be for walking and cycling, like the last designs?

14) Why has there been no progress made towards a new pedestrian bridge crossing despite the obvious safety concerns on the Town Bridge?

A new bridge has been the subject of discussion for many years. It was agreed the Town Council would need to make a sound business case for a new bridge after the decision not to progress with one in 2017. Funding would need to come from the Department for Transport as there is no allocation from Wiltshire Council, and this would be subject to detailed business case assessment.

15) The weight limit on the Town Bridge in Bradford-on-Avon is currently 18 tonnes but there is a proposal to reduce it to 7.5 tonnes.

The weight limit on the bridge is an environmental, rather than a structural, limit. Any decision to reduce the weight limit further would need to be evidence led and assessed against the need to ensure access for deliveries in the immediate vicinity.

Canal bridge at Winsley Hill

16) Could there be a separate pedestrian bridge over the canal at Winsley Hill?

The Canal bridge is not a Wiltshire Council owned structure, it belongs to the Canal Trust, and they are responsible for its maintenance and upkeep. Previous studies have concluded that there is insufficient space to accommodate a footpath over the bridge.

Air Quality Action Plan

17) What is the methodology of the cost benefit analysis explained in the Air Quality Action Plan consultation document, specifically the calculation of the 'External Benefits' (Ex) - defined as "the knock-on impacts on two other key priorities, climate change and transportation"

The Wiltshire Council Draft Air Quality Action Plan uses DEFRA's template. The Cost/ Benefit Analysis was carried out by an independent and impartial Air Quality consultant who undertook the spatial air quality modelling for the council. The ADMS spatial air quality modelling identified significant improvement in ambient air quality within the AQMA linked to national and the Council's transportation and Climate Change policies, which is reflected in the consultant's scoring of the cost/benefit for item A9, the reintroduction of a one-way system. It is recognised that there will be a range of views with regard to the benefits and desirability of measures, especially where those measures may have implications for individuals or their interests. The ADMS modelling used future fleet composition data from DEFRA. We already are seeing the beneficial impact of increases in electric and ULEVs in the national fleet composition reflected in our Wiltshire wide air quality monitoring.

18) Why are micro-particulates not being considered in the air quality research, despite being a more significant contributor to long-term health issues than nitrogen dioxide?

Bradford-on-Avon was an Air Quality Management Area for micro-particulates until 2021, and micro-particulates are gradually reducing, in large part due to higher-quality diesel engines, tyres and road surface materials. Advancements in technology are expected to contribute to a further improvement in the situation over time.

19) The air quality in Bradford-on-Avon is unacceptable and contributing to health problems amongst its residents. Why does the town not have a Low Emission Zone (LEZ) like Bath?

Whilst air quality is poor in specific areas in the town, Bradford on Avon does not suffer from the scale of pollution which exists in other conurbations which have introduced Low Emission Zones (LEZs) supported by DEFRA funding.

St Margaret's Street Railway Bridge

20) When will the repairs to the BOA railway bridge be completed?

Repairs to the St Margarets Street railway bridge are nearing completion, and the road has been reopened to traffic.

21) Will limited/restricted reopening (for emergency vehicles, cyclists, residents and buses only) be considered?

Upon completion of the works to the railway bridge St Margarets Street will be reinstated.

22) Speed limits?

The speed limit is 20mph and Network Rail have agreed to provide additional carriageway speed roundels.

23) Resident permit bays only

The suggestions for changes to on street parking and waiting areas require changes to the underlying Traffic Regulation Orders and as such, would need to be progressed through the Local Highway and Footway Improvement Group process.

24) Can you make sure that St Margaret's Street has a decent continuous pavement, with a proper kerb, on both sides?

There are many locations within the town, as in many other historic areas in Wiltshire, where footway widths and kerb upstands could be improved. However, the cost of doing so would be considerable and it will be necessary to prioritise the limited available funding. Such improvements can be considered in a future Local Cycling and Walking Infrastructure Plan (LCWIP).

Public transport

25) Can Wiltshire Council work with Bradford and Trowbridge Area Boards and Town Councils to promote the new more frequent trains to and from Bath, such as Frome services, to reduce the number of commuters driving through Bradford?

The Council liaises with the rail industry with a view to improving the frequency of local rail services and will continue to do so in the context of the Local Transport Plan review, and the wider Western Gateway Rail Strategy.

26) What are the prospects for getting more D1 buses per day between Bath and Warminster in the near future?

Wiltshire Council is looking at options to use additional bus funding from the Department for Transport (DfT) to introduce a more frequent D1 service from April 2024 onwards.

27) Shouldn't the D1 Bus call at the Station forecourt, to make it a transport hub? It's a long walk or wheel from the nearest bus stop if you've got a disability.

In terms of the D1 calling at the station, the current bus schedule is already very tight, and it is felt that pulling into the station would create an additional time delay for the bus that would adversely impact the whole timetable. That said there may be scope to consider this further with the operator going forward and this will be considered through the Wiltshire Enhanced Partnership and Bus Service Improvement Plan.

28) Can we have two Town Buses instead of one?

There is currently only demand for one town bus and this service is currently totally subsidised by Wiltshire Council. An increase in the town bus would need to be fully subsidised and at present, there is no budget to cover this additional cost.

29) What happened to the electric bus?

Discussions regarding an electric bus are still ongoing with the Town Council. However, the cost of leasing or buying an electric bus is currently prohibitive.

30) Is there a possibility of demand-responsive transport in Wingfield, where there is inadequate public transport?

Wiltshire Council is committed to improving existing bus services and recognise that the traditional bus model is not necessarily a sustainable one given changing travel patterns and significant cost increases. The opportunity to extend our demand-responsive transport service is being considered as part of the Public Transport Strategy Review.

31) There are a sparsity of buses going through Bradford-on-Avon and an absence of off-road parking on the north side of town, which is in turn affecting the local economy.

Wiltshire Council is committed to improving existing bus services and recognise that the traditional bus model is not necessarily a sustainable one given changing travel patterns and significant cost increases. The opportunity to improve services, and extend our demand-responsive transport service, is being considered as part of the Public Transport Strategy Review.

Car Parking will be considered as a key element of the Local Transport Plan review.

32) What's going to happen to the Ticket Office?

Wiltshire Council are not aware of any major changes being proposed following the rail industry's national consultation on Ticket Offices.

32) Why does the Council still licence petrol and diesel taxis and minicabs, when they have only electric and hybrid ones in other towns and cities?

Current legislation allows the use of these vehicles which are valued by local users who may not have access to a car. Not all taxi journeys can be supported by electric cars due to their limited range.

Repairs to roads

33) When Wessex Water carry out repairs on Staverton Road can they use traffic lights?

It is not possible to use traffic lights due to the location of the main in the centre of the carriageway. There is insufficient room for passing traffic.

34) There has been a spate of poor-quality repairs conducted by highways contractors that are especially dangerous for cyclists.

Contractors and utility companies are legally obligated to reinstate a road to its previous standard, with enforcement apparatus in place if they fail to do so. People are encouraged to report such instances to Wiltshire Council via the MyWilts app.

35) The impact of potholes on cyclists was an important one to consider, and if Wiltshire Council operatives are only looking out for potholes travelling by car, they would get a very different perspective doing the same thing by bicycle.

Road safety is a priority for Wiltshire Council. This point is noted for further consideration.

36) There is no evidence of gulley-clearing in certain areas of Bradford-on-Avon, which is a risk for an area so prone to flooding.

Gulley-clearing schedules operate across the county. Members of the public can report areas of concern either online via the MyWilts app or over the phone.

Highways Matters events

37) Is this one of a series going to all Area Boards?

Yes. The other meeting dates can be found here [Highways Matters events](#)

38) Are the outcomes going to feed into Wiltshire's Local Transport Plan (LTP4)?

The Local Transport Plan will be the subject of a separate more detailed consultation process and will welcome representations. However, key themes and issues emerging from this programme of 'Highways Matters' will be taken into consideration.

Active Travel – Walking

39) I'm registered blind. Getting from one end of Church Street to the other, or between the Station and Holy Trinity Church, is a nightmare. What will you do about that, and when?

40) With all the steep hills in Bradford North, can't you put in some benches for people to rest?

41) Church Street and Bridge Street junctions with the main road are much too wide to cross can you make them narrower, which will slow drivers down too?

42) I often walk into town from off Trowbridge Road via The Strips woodland down to Bridge Street, but it's dark, narrow, muddy and slippery. Can you put in a proper wider surface?

43) Why are the Station Approach pavements so narrow when so many people use the train?

These detailed requests for changes and studies to be undertaken should be referred to the Local Highway and Footway Improvement Group (LHFIG) so that they are aware of the requests and can consider them in the context of the other requests that have been received. With limited funding it is not possible to meet every request and schemes have to be prioritised. There are also physical limitations on what can be accomplished within the existing highway boundaries in many locations, particularly in historic parts of the town.

Consultations on a Local Cycling and Walking Infrastructure Plan (LCWIP) are expected to take place this year, which will provide the opportunity for a wider strategy to be developed for walking and cycling improvements in the town.

44) Can we have quicker pedestrian light and a longer green man phase at the Westbury Gardens Pelican Crossing?

The signal-controlled crossing response and crossing time is balanced by the need to ensure the vehicular traffic can be accommodated without creating long delays and stationary traffic with the consequential environmental problems

Winsley road shared path

45) How is the Winsley Road doing for bike traffic, compared with before the Shared Path was put in?

Monitoring of usage has been undertaken recently and the results are awaited; initial indications are that it is being well used.

46) Are drivers going more slowly, and have there been more collisions?

No speed monitoring has been undertaken; however, the speed limit does appear to be respected and no major safety issues have been identified. There have been concerns about speeds at the 30mph speed limit entry into the town, and a road safety audit of the completed scheme is to be undertaken shortly.

47) When are you clearing the slippery wet beech leaves off the Shared Path?

Safety issues such as slippery surfaces should be reported online or via MyWilts App or telephone so that action can be prioritised.

Cycling

48) Can you do a study of safe walking and cycling to and from Holt?

The Wiltshire Local Cycling and Walking Infrastructure Plan (LCWIP) sets out the inter-urban cycling and walking routes. These routes have been assessed and prioritised against a set of criteria that includes scheme deliverability, level of community support, and the route's propensity to increase the take up of walking and cycling. The route between Bradford on Avon and Holt was not considered a priority; however, a study on this route may take place in the longer term.

49) How do we get more secure cycle stands put in, and where can the money come from.

Wiltshire Council can provide a limited number of 'Sheffield' cycle stands free of charge to local communities. This is funded through the Council's Integrated Transport allocation. Further information can be found here: [Cycle parking - Connecting Wiltshire](#)

50) Racks suitable for e-bike / cargo bike parking units?

Wiltshire Council can connect people to companies who provide these cycle parking facilities.

51) More racks at St Laurence School?

Schools with Active School Travel Plans can apply for cycle racks under the council's Taking Action on School Journey's Fund: [Information for schools - Connecting Wiltshire](#)

52) Where can I find 2013 Town Cycle Network Map online?

A cycle map for Bradford on Avon can be accessed here: [Cycle maps & routes - Connecting Wiltshire](#)

53) What happened to the Area routes to schools and stations in the Sustran's 2012 study?

54) How many of its routes have been built since then, and why aren't any being done this year?

55) Where are the funds?

56) When will you be talking to stakeholders about the LCWIP?

Requests for individual schemes or infrastructure can be referred to the Local Highway and Footway Improvement Group (LHFIG) for consideration.

Development of the LCWIP for Bradford on Avon is anticipated to start in 2024/25 with engagement of stakeholders anticipated in spring / summer.

Parking

57) How often do the traffic wardens attend Kingston Road, Kingston Road and Silver Street?

1st May 23 and Oct 23 - 125 visits and 42 Penalty Charge Notices issued

Canal towpath

58) The surfaces are terrible between the Swing Bridge and Avoncliff and between the Beehive and Airsprung. Are you negotiating with the Canal and River Trust to make them wider and smoother with less potholes and puddles?

Wiltshire Council works closely with partners such as the Canals and Rivers Trust, who undertake maintenance of the tow paths, and we will share your concerns with them for consideration.

59) At Elbow Bridge, Wessex Water built a big hump on the path and put in bollards. It's a Public Right of Way and a National Cycle Route. You can hardly get past if you are a child or elderly or using a trailer or wheelchair or cargo bike. Shouldn't they change that back?

The lay out a ""Elbow Bridge"" is configured to regulate the speed of cyclists using the towpath when crossing the access to the sewage treatment works that receives regular heavy goods traffic.

60) Will the K&A canal towpath always stay part of the area's walking and cycling network?

The majority of the K&A towpath is recorded as a public rights of way and as such, the Canal & Rivers Trust as the land owner has a duty to maintain access to them at all times.

Traffic

61) Why does Wiltshire not follow other counties such as BANES/Bristol in regard to school streets/liveable neighbourhoods?

Wiltshire Council will consider schemes on a case by case basis, where there is local consensus regarding desired outcomes, to ensure that the needs of all road users are adequately taken account of. Additional resource is being provided for School Travel Planning and further information can be found: [Information for schools - Connecting Wiltshire](#)

62) It appears to be virtually impossible to retro-fit the existing highway system in Bradford-on-Avon, so is it not best to build a bypass around the town?

The costs and relative priority for funding by the Department for Transport mean a bypass is highly unlikely for the foreseeable future.

63) How will the transport strategy aim to reduce the volume of traffic in Bradford-on-Avon?

Reducing traffic volume is very difficult and will only be achieved by a combination of interventions, including providing real travel choices. Wiltshire Council retain focus on improving the flow of traffic, making traffic less intimidating to pedestrians, encouraging active travel modes and public transport, providing adequate parking opportunities, and addressing issues with heavy goods vehicles and freight. These priorities will inform the Local Transport Plan review, in accordance with the Wiltshire Council Plan Business Plan.