

**CABINET MEMBER FOR TRANSPORT, WASTE, STREET SCENE AND FLOODING**  
**Cllr Dr Mark McClelland**

## **HIGHWAYS AND TRANSPORT**

**OFFICER CONTACT:** Kirsty Rose, 01225 756182, [Kirsty.rose@wiltshire.gov.uk](mailto:Kirsty.rose@wiltshire.gov.uk)

**REFERENCE: HTW-14-22**

---

### **1.THE COUNTY OF WILTSHIRE (B3108, BRADFORD ON AVON AND WINSLEY)(40MPH SPEED LIMIT) ORDER 2021- 2.THE COUNTY OF WILTSHIRE (B3108, WINSLEY)(50MPH SPEED LIMIT) ORDER 2021**

#### **Purpose of Report**

To consider the comments received following the formal advertisement of speed limit changes on the B3108 between Winsley and Bradford on Avon as part of the introduction of the Active Travel scheme and to recommend an appropriate way forward.

#### **Consultation**

Consultation has been undertaken with:

- The elected Wiltshire Council Members through the statutory Traffic Regulation Order (TRO) consultation process
- The elected Bradford on Avon Town Council Members for all Wards through the statutory TRO consultation process
- The elected Winsley Parish Council Members for all Wards through the statutory TRO consultation process
- Emergency services through the statutory TRO consultation process
- The local bus companies through the statutory TRO consultation process
- Members of the public through the statutory TRO consultation process

The proposed TROs were subject to formal consultation between 6 August 2021 and 31 August 2021. The advertisement plan can be seen in Appendix 1. During the consultation period a total of 32 items of correspondence were received in response to the Council's proposals. Of the 32 items received, 19 expressed support for the Council's proposals and 10 objected to the Council's proposals. A list of respondents can be found in Appendix 2.

Winsley Parish Council indicated support for the introduction of a 40mph speed limit as advertised but request that this is extended to include the entirety of the 50mph speed limit as set out in Order 2. Order 2 was included in the advertisement for administration purposes, due to the change in its extents as a result of Order 1.

Cllr Johnny Kidney, Wiltshire Councillor for Westwood and Winsley Division, supports the Parish Council in the above.

**Options Considered**

To:

- (i) Progress implementation of the speed limit changes as advertised.
- (ii) To abandon the proposals and advertise an amended proposal
- (iii) To abandon the proposal and retain the current speed limit.

**Reason for Decision**

The proposal is intended to improve traffic conditions by reducing the speed limit to 40mph on the B3108 between Winsley and Bradford on Avon alongside the introduction of a shared use path as part of the active travel scheme. These changes should provide a positive impact on road safety and are in accordance with Priority 2 of the Council’s Business Plan.

The introduction of a 40mph speed limit as advertised has overall support from the public, Parish Council and local Member and no substantive objections have been made.

<p><b><u>DECISION MADE</u></b></p> <p>I approve that the proposal be implemented as advertised. This decision was published on 9 June 2022 and will come into force on 17 June 2022.</p>
--

**The following report and appendices are attached:**

- Report
- Appendix 1 – TRO advert plan
- Appendix 2 – List of respondents
- Appendix 3 – Officer response to representations

**The following supporting documents are available from the officer named above:**  
None

.....signed.....  
**Cllr Dr Mark McClelland**  
**Cabinet Member for Transport, Waste, Street Scene and Flooding**

Date:.....09/06/2022.....