

**CABINET MEMBER FOR HIGHWAYS, TRANSPORT AND WASTE –  
CLLR BRIDGET WAYMAN**

**HIGHWAYS, TRANSPORT AND WASTE SERVICE**

**OFFICER CONTACT:** Gareth Rogers 01225 713384 email: [gareth.rogers@wiltshire.gov.uk](mailto:gareth.rogers@wiltshire.gov.uk)

**REFERENCE:** HTW-01-21

---

**NEW ROAD / STATION ROAD / MONKTON HILL / MARSHFIELD ROAD  
AND THE BRIDGE, CHIPPENHAM  
PROPOSED WAITING, LOADING AND PARKING RESTRICTION ALTERNATIONS  
PROPOSED TOUCAN CROSSINGS**

**Purpose of Report**

1. To:
  - (i) Consider the objections received to the advertised amendments to parking, waiting and loading restrictions on New Road, Station Road, Monkton Hill, Marshfield Road and The Bridge Chippenham.
  - (ii) Recommend the making of the Traffic Regulation Order (TRO) to implement the parking and waiting restrictions.
  - (iii) Consider the objections received to the advertised changes to the replacement of the existing Pelican and Zebra Crossings on Marshfield Road to a Toucan Crossing.
  - (iv) Recommend the implementation of the Toucan Crossings.

**Relevance to the Council's Business Plan**

2. The proposed amendments and wider proposals help to meet key priorities of the Business Plan, as they will assist in improving the local transport infrastructure for cycling which will assist the authority in its commitment to becoming Carbon Neutral by 2030 "Bid for significant funding to improve public transport and cycle networks".
3. The proposals will also serve to achieve the goals of the Business Plan by enabling members of the local community to move around and access good services through improved access to the Chippenham Cycle Network and the Railway Station.

**Background**

4. At its meeting on 22 January 2020, the Swindon and Wiltshire Local Enterprise Partnership (SWLEP) approved the Updated Outline Business Case for the Chippenham Station Hub scheme, and its package of measures to provide improvements for bus users, cyclists and pedestrians. This approval has allocated £1.98 million of funding to support the design and construction of the proposals within the town.
5. The rationale for the proposal is framed by the local and regional policy of the SWLEP's Strategic Economic Plan, which seeks to promote linkages between economic success, social vitality and efficient transport infrastructure. To assist in delivering these

objectives the SWLEP accesses government funding and seeks to promote inward investment, support and stimulate business growth, job creation and boost economic investment.

6. Evidence obtained through analysis of the developed Chippenham Transport Strategy shows that planned development growth in this area will have a detrimental impact on the operation of the junction and that signalisation will help to improve the situation. The signals are primarily being delivered as part of the Chippenham Station Hub project so that improvements for both pedestrians and cyclists at this junction can be implemented as part of a whole package of complementary works in this area. An outline of the proposal can be found at **Appendix 1**.

### **Detail**

7. The TROs for the amendments to the parking, waiting, and loading restrictions, associated with the installation of the traffic signals, along with changes to the existing controlled pedestrian crossings on Marshfield Road, were advertised from 19 November 2020 until 14 December 2020. It is acknowledged that this period coincided with the increased national restriction associated with the COVID-19 Pandemic. In addition to the authority's revised practices for advertising TROs during the pandemic, supplementary information was provided to Chippenham Town Council, Wiltshire Council Members in the Chippenham area and a full press release from the authority's communications team supplemented the information.
8. During the formal consultation period a total of five items of comment were received. One of the items outlined support for the proposals. Two of the items outlined objection. Two items outlined concerns with elements of the proposals and offered alternatives; these were from Chippenham Town Council and Chippenham Cycle Network Development Group. No response to the proposals was received from the locally elected member in their capacity as the Wiltshire Councillor.
9. A list of Objectors and Supporters can be found at **Appendix 2**.

### **Main Considerations for the Council**

10. Consideration needs to be given to the comments received.
11. A summary of all the comments received, and officer comments, is included at **Appendix 3**.

### **Safeguarding Considerations**

12. There is no risk to the Council because of these proposals.

### **Public Health Implications**

13. The introduction of measures which promote sustainable measure of travel can lead to improved health through active travel and improvements with air quality through reductions in vehicle emissions.

### **Corporate Procurement Implications**

14. There are none in this scheme.

## **Environmental and Climate Change Considerations**

15. The introduction of measures which promote sustainable measure of travel can lead to improved health through active travel and improvements with air quality through reductions in vehicle emissions.

## **Equalities Impact of the Proposal**

16. There are none in this scheme.

## **Risk Assessment**

17. There is no risk to the Council because of these proposals.

## **Financial Implications**

18. The funding made available to implement these proposals has been secured via an allocation from the SWLEP, and funding secured through Section 106 commitments. The SWLEP funding is time limited to 2020/21. Any delay to the delivery of this scheme risks the scheme not progressing and the funding being returned to the SWLEP.

## **Legal Implications**

19. All changes to waiting and parking restrictions on the highway network require new TROs. The process is governed by the Road Traffic Regulation Act 1984 and Associated Procedural Regulations. Failure to adhere to the statutory processes could result in the restrictions being successfully challenged in the High Court.

## **Options Considered**

20. To:
- (i) Implement the proposals as advertised.
  - (ii) Not implement the proposals.

## **Reason for Proposals**

21. After consideration of the correspondence received alongside the officer's comments it is considered appropriate to implement the proposals as advertised as they further improve the Chippenham Cycle Network which is a key element of the Council's Business Plan and priorities.

## **Proposals**

22. That:
- (i) The proposals be implemented as advertised.
  - (ii) The objectors be informed accordingly.

---

**The following unpublished documents have been relied on in the preparation of this Report:**

Email / Letters of representation