

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

HIGHWAYS AND TRANSPORT

OFFICER CONTACT: David Lear 01225 713634 Email: [David.lear@wiltshire.gov.uk](mailto:David.lear@wiltshire.gov.uk)

REFERENCE: HTW-04-2021

---

**ROAD TRAFFIC REGULATION ACT 1984**

**THE COUNTY OF WILTSHIRE (EASTON LANE, CHIPPENHAM)**  
**(30 MPH SPEED LIMIT) ORDER 2020**

**Purpose of Report**

1. To consider two representations of support in connection with the proposed introduction of a 30 mph speed limit on part of Easton Lane, Chippenham (see **Appendix 2**). There were no objections to this proposal.

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

2. To encourage resilient communities by facilitating improved safety on the public highway for all users.

**Background**

3. The changes to this section of Easton Lane form part of Section 278 works required as part of the development on land to the south identified as the 'Hunters Moon' development. The application submitted to the Council bearing reference number 16/12493/FUL, and duly approved, granted planning permission to carry out development including demolition of existing buildings and structures, and mixed-use development comprising up to 450 dwellings, up to 2.41ha of employment (B1, B2 and B8) development, public open space, landscaping and all associated infrastructure works. It should be noted that these works only impact on the part of Easton Lane from the new Methuen Park junction eastwards. To the west the rural character of Easton Lane is unchanged.
4. Given the change in character of this part of Easton Lane, the original agreement and approval of the detailed Section 278 works included a proposal to introduce a 30 mph speed limit from a point just west of the new Methuen Park/development access junction to Saltersford Lane. No change was considered to the national speed limit on the remaining rural section of Easton Lane to the west. It is accepted that Easton Lane can be used as a 'rat-run' by drivers. Whilst the 'closure' in the route just east of the Methuen Park junction can be expected to deter 'through' traffic routing to Saltersford Lane (albeit still possible via the Hunters Moon loop road), it is accepted that the connection with Methuen Park maintains a through traffic route from the west to the A4 Bath Road. However, such matters will have been considered in granting planning permission for the Hunters Moon development, including the effect of additional traffic generated by the new housing on the western extents of Easton Lane.

## **Main Considerations for the Council**

5. No objections have been received to this speed limit proposal, but one letter of support from a resident includes a desire to extend this 30 mph limit along the whole of Easton Lane, including the part west of the crossroads through the village of Easton to its junction with Lacock Road, a distance of some 2.3 kilometres. This part of the route is wholly rural in character with little or no frontage development barring the few properties in Easton itself.
6. In determining the appropriate length of the new 30 mph section on Easton, due regard has been made to Circular 01/2013 'Setting Local Speed Limits'. This Circular is used by the Council (Highways) to apply a consistent approach in determining whether a new speed limit is appropriate for a given location. Factors will include the nature of the road (i.e. rural/urban), the amount of frontage development (particularly with direct access) and the existing highway safety record in terms of reported accidents. Within the Circular, Table 2 provides recommendations on appropriate speed limits for rural single carriageway roads, with a 40 mph speed limit (outside of villages) given as the lowest appropriate. It states in this instance that 40 mph *"Should be considered where there are many bends, junctions or accesses, substantial development, a strong environmental or landscape reason, or where there are considerable numbers of vulnerable road users"*. Use of 30 mph limits on rural roads is only advocated in village environments, the aim being to ensure that the limit imposed is appropriate to the character of the road. As noted previously, outside of the village of Easton itself, the remaining parts of Easton Lane to the west of Methuen Park have no frontage development. As such, a 30 mph speed limit would be totally inappropriate, and excess speeds above this would be a regular occurrence.
7. The existing highway safety record along this length of Easton Lane has also been checked to see if there are mitigating circumstances for considering a speed limit reduction on the parts of the route to the west of Methuen Park. This shows that only one accident involving a slight personal injury has occurred over the five-year period from 1 January 2015 to 31 December 2019.
8. There is thus no justification set by either Circular 01/2013 or the five-year accident record for extending the 30 mph speed limit to the west of its proposed termination point just west of Methuen Park. In any event, and as noted, any speed reduction as low as 30 mph would only be appropriate in the village of Easton, and not on the intervening rural sections of Easton Lane between the village and Methuen Park.

## **Safeguarding Implications**

9. Not applicable.

## **Public Health Implications**

10. Not applicable.

## **Corporate Procurement Implications**

11. Not applicable.

## **Environmental and Climate Change Considerations**

12. None.

### **Equalities Impact of the Proposal**

13. None.

### **Risk Assessment**

14. Not applicable.

### **Financial Implications**

15. None. Payment of the TRO preparation/advertising cost and the subsequent installation of signing is an obligation of the developer (Bloor Homes) under provisions in the S278 Agreement.

### **Legal Implications**

16. There are none.

### **Options Considered**

17. To:

- (i) Implement the proposals as advertised.
- (ii) Not implement the proposals.
- (iii) Implement the proposals with amendments

### **Reason for Proposal**

18. The introduction of a 30 mph speed limit on the eastern part of Easton Lane is in recognition of the changing character of this road between the newly formed junction with Methuen Park (and the western Hunters Moon development access) and its eastern terminal junction with Saltersford Lane. The development of land for residential development to the south (Hunters Moon) has resulted in this eastern part of the lane taking on more of an urban form, whilst a section within this has already been closed to motor vehicles under a separate TRO to encourage cyclists and deter 'through' traffic use. This change in character of this part of Easton Lane from a rural lane with limited access to one of urban form providing residential access to Hunters Moon makes the retention of the national speed limit here inappropriate and undesirable.

### **Proposal**

19. That the proposal to introduce the 30 mph speed limit over the length of Easton Lane shown be implemented as advertised.

---

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

None