

**Comments Received from Avebury Parish Council:****AVEBURY PARISH COUNCIL:  
WILTSHIRE COUNCIL'S PROPOSAL TO REDUCE THE SPEED LIMIT ON THE A4361**

1. We are responding to your invitation to comment by 12 November.
2. We urge you to reconsider your stated intention to confirm your officers' recommendation to reduce the speed limit from 60mph to 50mph on the approaches to the Beckhampton roundabout, between the Beckhampton roundabout and the 30mph zone at Avebury, and from the 30mph zone northwardsto Winterbourne Monkton.
3. Avebury Parish Council (APC) has campaigned for years to reduce the speed limiton these sections to 40mph. It has held open meetings with residents at which there was strong endorsement. We have just submitted a Highways ImprovementRequest in support of a resident whose car was written off in a crash at the junction of the B4003 and the A4361 on 27 October, who "would like the 60mph zone around Avebury reduced to 40mph – this is a World Heritage Site."<sup>1</sup>
4. The stretches of road in question are indeed wholly within the World Heritage Site. Avebury itself attracts upwards of 350,000 visitors a year and there are peak periods in which there are mass groups in and around the village (at the summer and winter solstices, for example). At all times pedestrians and other vulnerable road users mingle with through traffic moving at high speeds. Drivers need to be encouraged to reduce the speeds of their vehicles significantly. That is why the parish council invested in a speed indicator device (SID) with the financial support of the Marlborough Area Board, for which we are most grateful. We take road safety very seriously. We need your support, too.
5. The recommendation before you began with a request made by APC and other parish councils to the Marlborough CATG. In due course officers commissioned Atkins, who accepted that the national limit was inappropriate on these sections(and on others) and recommended a reduction of 10mph, i.e. to 50mph.
6. Atkins did not reference their own 2015 study, co-funded by Wiltshire Council withother stakeholders, urging "consideration of an extended speed restriction to the west of Avebury village ... [being a] 40mph restriction to Beckhampton roundabout." <sup>2</sup> Surprisingly officers did not include this option as one of the alternatives to the recommendation they have made to you.
7. Earlier this year APC used your petitions process to reinforce the request for a reduction to 40mph. The petition attracted over 260 signatures. This was no meanachievement in the circumstances. In response officers merely restated their opposition to a reduction lower than 50mph. We are not aware of a

challenge at political level.

8. Residents perceive these stretches of roads as being unsafe and they do so with good reason. There have been at least four crashes on them involving serious damage to vehicles in the last twelve months, including in January one fatality.

In addition the surface of the approach southwards on the A4361 towards Beckhampton roundabout is so seriously delaminated as to affect the directional stability of vehicles using it. This may have played a part in the fatality mentioned earlier. A speed limit of 40mph would signal the need for drivers to take additional care.

9. This would satisfy residents, whose long-standing request this has been. It requires only that one digit is changed on signs not yet made. The speed limit must be reduced to 40mph. This is a once-in-a-decade opportunity to do the right thing for the World Heritage Site and those who live in it. Seize it!

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<sup>1</sup> Highways Improvement Request Form, 28/10/2021.

<sup>2</sup> Atkins 'World Heritage Site: Transport Strategy' (March 2015), p.30.