

**CABINET MEMBER FOR TRANSPORT, WASTE, STREET SCENE & FLOODING –
CLLR DR MARK McCLELLAND**

HIGHWAYS, TRANSPORT AND WASTE SERVICE

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REFERENCE: HTW-18-22

**THE COUNTY OF WILTSHIRE (WHITEHILL, BRADFORD ON AVON)
(PROHIBITION OF ENTRY) ORDER 2022**

**THE COUNTY OF WILTSHIRE (BRADFORD ON AVON) (PROHIBITION AND
RESTRICTION OF WAITING, TAXI RANK CLEARWAYS AND ON STREET
PARKING) CONSOLIDATION ORDER 2018 (AMENDMENT NO.4) ORDER 2022 – NO
WAITING AT ANY TIME, WHITEHILL, BRADFORD ON AVON**

Purpose of Report

1. To consider the comments received following the statutory consultation to a prohibition of entry order and introduction of 'No Waiting at Any Time' restrictions on Whitehill, Bradford on Avon, as put forward by Bradford on Avon Local Highway and Footway Improvement Group and to recommend an appropriate way forward.

Relevance to the Council's Business Plan

2. The proposal aligns to the Business Plan – Strong Communities. "We want people in Wiltshire to be encouraged to take responsibility for their well-being, build positive relationships and to get involved, influence and take action on what is best for their own communities - we want residents to succeed to the best of their abilities and feel safe where they live and work".

Background

3. In May 2020 the Secretary of State for Transport announced additional statutory guidance under the Traffic Management Act in response to Covid-19 and stated the Government's expectation that traffic authorities make significant changes to road layouts to make more space for pedestrians and cyclists.

4. As part of measures introduced to aid social distancing in Bradford on Avon, a temporary 'Prohibition of No Entry (except for cycles' order was introduced on Whitehill. The aim of this was to ensure Whitehill was not used as a through route for vehicles into Bradford on Avon town centre/through the town.

5. This restriction has since been lifted, having been removed along with other social distancing measures in the town. Residents of Whitehill raised a request, supported by Bradford on Avon Town Council, to the Bradford on Avon Local Highway and Footway Improvement Group (formerly Community Area Transport Group) for the Prohibition of No Entry to be reinstated based on the perceived effectiveness during the temporary introduction.

6. This request was supported by BoA LHFIFG and as such the proposal has been prepared and advertised, with funding for advertisement and implementation being put forward by the LHFIFG and Bradford on Avon Town Council.

Main Considerations for the Council

7. To consider the comments received during the consultation period. A summary of the issues raised, and officer comments are included in **Appendix 3**.

Overview and Scrutiny Engagement

8. Overview and Scrutiny Committee has not yet been involved in this project.

Safeguarding Implications

9. There is no risk to the Council as a result of this proposal.

Public Health Implications

10. There are none with this proposal.

Procurement Implications

11. There are no procurement implications for the Council associated with this proposal as work will be undertaken by the authority's appointed term contractors.

Equalities Impact of the Proposal

12. There are none with this proposal.

Environmental and Climate Change Considerations

13. There are none with this proposal.

Risk Assessment

14. There is no risk to the Council as a result of this proposal.

Financial Implications

15. The proposal is to be funded from the Bradford on Avon Local Highway and Footway Improvement Group and Bradford on Avon Town Council. Should this proposal not proceed, funding will be returned to these parties.

Legal Implications

16. There are none with this proposal.

Options Considered

17. To:

- (i) Progress implementation of the proposals as advertised.
- (ii) To implement the 'Prohibition of No Entry' but amend the proposed waiting restrictions.
- (iii) To abandon the proposal.

Reason for Proposal

18. The proposal is intended to improve safety on Whitehill by reducing through traffic. In light of the comments received during consultation, it is recommended that the Prohibition of No Entry (except for cycles) be implemented along with the proposed waiting restrictions opposite properties 25a/25b. The revised waiting restrictions are shown in **Appendix 4**.

19. It is proposed that the waiting restrictions at the top of Whitehill be omitted at this time to mitigate concerns regarding loss of parking. Turning in this area was not highlighted as an issue during the temporary implementation of the No Entry prohibition in 2020/21 and residents have expressed concerns regarding the impact of reduced parking provision in this area. If issues arise in relation to vehicle turning movements following implementation, this may be raised with the Local Highway and Footway Improvement Group and the waiting restriction proposal may be revisited.

20. The proposals will also be in accordance with both Priority 2 of the Council's Business Plan.

Proposal

21. That the 'Prohibition of No Entry' with amended waiting restrictions be implemented.

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

None