

**CABINET MEMBER FOR TRANSPORT, WASTE, STREET SCENE & FLOODING –
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HIGHWAYS ASSET AND COMMISSIONING

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REFERENCE: HTW-06-23

STATION HILL, CHIPPENHAM – EXPERIMENTAL LOADING BAY

Purpose of Report

1. To consider the comments received following the formal advertisement of an experimental loading bay on Station Hill, Chippenham.

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 2021 Wiltshire Council, acting in its role as Highway Authority, introduced Traffic Signal control to the junction of Station Hill and New Road, Chippenham as part of a programme to provide improved cycling and pedestrian improvements in the locality following an award by the Wiltshire and Swindon Local Enterprise Partnership associated with providing improved access to Chippenham Railway Station.
4. Following the introduction of the Traffic Signals a considerable period of monitoring and review was undertaken to optimise their operation following concerns raised locally.
5. During this review, it was observed that the presence of vehicles undertaking loading and unloading on the existing waiting restrictions on Station Hill was a common activity. When such activities were taking place, the unloading / loading vehicles obstructed vehicles exiting the junction area, which significantly affected the functionality of the Traffic Signals.
6. To reduce the impact of this activity on the junction but maintain the ability of loading and unloading to take place, a proportion of the existing time limited parking area was altered to provide a dedicated Loading Bay to serve nearby businesses. This was implemented as an Experimental Traffic Regulation Order on 15 November 2021. A plan showing the extent of the restriction is included in **Appendix 1**.

Main Considerations for the Council

7. Experimental Traffic Regulation Orders allow for comments to be received during their first 6-month period of operation. During this period two representations were made, this included comments from Chippenham Town Council. Details of those who commented on the proposal are included in **Appendix 2**. A summary of the issues raised, along with the officer comments are included in **Appendix 3**.

8. To consider the comments received during the consultation period and determine whether to make the Loading Bay facility a permanent facility.

Overview and Scrutiny Engagement

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

Safeguarding Implications

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

Public Health Implications

11. There are none with this proposal.

Procurement Implications

12. 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

13. There are none with this proposal.

Environmental and Climate Change Considerations

14. There are none with this proposal.

Risk Assessment

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

Financial Implications

16. There should not be any financial implications for this scheme.

Legal Implications

17. Traffic Regulation Orders introduced using Experimental TRO powers have a maximum duration of 18 months.

Options Considered

18. To:
 - (i) Retain the loading bay and make permanent the Experimental TRO.
 - (ii) Abandon the proposals and advertise an amended proposal.
 - (iii) Abandon the proposal and remove the experimental loading bay.

Reason for Proposal

19. The proposal is intended to improve traffic flow all whilst improving the accessibility to the local shops to aid their businesses.

Proposal

20. That the loading bay be retained, and the experimental order be made permanent.

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

None