

Support for Prohibition and Waiting Restrictions	
Comment	Officer Response
<p>Good afternoon,</p> <p>At the Town Council’s Planning, Environment & Transport Committee meeting held on 10 March, Councillors agreed to make the following comments on the above Experimental Traffic Order situated on Station Hill:</p> <p><i>Whilst the Traffic Order may have succeeded in providing loading facilities to businesses on Station Hill, it has failed to enable improved traffic flow as set out in the Order documentation. The Town Council posits that the Traffic Order has not relieved or prevented congestion (Road Traffic Regulation Act 1984 Sections 32 and 35). A number of residents have passed on their view to Town Councillors that the temporary loading measures have not alleviated the traffic flow at the Station Hill junction to an acceptable level during peak times. Rather, the parking change implemented along Station Hill constitutes an insufficient “sticking plaster” which does not address the underlying issues brought about by the removal of the roundabout and installation of the traffic lights.</i></p> <p><i>The removal of the roundabout and installation of the traffic lights have worsened the traffic flow issues at this junction. A large number of residents and Faresaver have communicated their grievances to Town Councillors, with the local bus company, which provides vital services to the residents of Chippenham, even contemplating removing their services to the railway station due to the ongoing delays. The traffic flow issues are at risk of exacerbating further given the construction works at Rawlings Farm could begin at any time, which could result in considerable heavy vehicle construction traffic around the junction, aside from the environmental implications.</i></p> <p>Due to the decision by the Committee, a letter will also be sent to Wiltshire Council’s Director of Highways & Environment which communicates the Town Council’s position on this junction more generally but does not exclusively refer to the Order documentation.</p>	<p>These comments were received within the first 6 months of the Experimental Traffic Regulation Order being operational.</p> <p>Upon completion of the commissioning of the Traffic Signals a period of review took place in line with good practice with traffic signal installations and concerns raised locally regarding their impact. It was identified via routine observations that the presence of vehicles undertaking loading and unloading on the existing waiting restrictions on Station Hill was a commonplace activity. When such activities were taking place, the unloading / loading vehicles conflicted with vehicles exiting the junction area, resulting in exit blocking which significantly affected the functionality of the Traffic Signals.</p> <p>To reduce the impact of this activity on the junction, but maintain the ability of loading and loading 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 subsequently implemented as an Experimental Traffic Regulation Order.</p> <p>Further technical changes to the Traffic Signals have subsequently taken place, and a substantive report provided detailing the impact of the traffic signals was prepared 6 months after the introduction. This was further updated after 12 months and concluded that the operation of the Traffic Signals has not substantively impacted on traffic flows when compared to pre pandemic data.</p>

The proposals state that this measure is intended to "enable improved traffic flow" and "RTRA 1984 Sections 32 and 35 For the purpose of relieving or preventing congestion".

The reason for the current congestion is the recent change from a roundabout at the bottom of Station Hill to traffic lights. These have proven to be significantly less effective at managing traffic flow than the roundabout was.

Reinstating the roundabout will have the immediate effect of improving traffic flow.

