

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

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**REFERENCE:** HTW-26-23

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**THE COUNTY OF WILTSHIRE (TROWBRIDGE) (PROHIBITION AND RESTRICTION OF  
WAITING, PROHIBITION OF STOPPING, TAXI RANK CLEARWAYS AND ON-STREET  
PARKING) CONSOLIDATION ORDER 2019 (AMENDMENT NO.8) ORDER 2023**

**MANVERS STREET, FORE STREET AND WICKER HILL, TROWBRIDGE**

**Purpose of Report**

1. To consider the comments received following the formal advertisement of proposed changes to parking restrictions on Manvers Street, Fore Street and Wicker Hill, Trowbridge as part of the Trowbridge Future High Streets public realm improvement works and to recommend an appropriate way forward.

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

2. The proposed Traffic Regulation Order (TRO) meets the following priorities in the Council's Business Plan 2022-2032.
  - Empowered People – 'We are safe', 'We Stay Active'
  - Resilient Society – 'We ensure decisions are evidence based'
  - Thriving Communities – 'We have vibrant, well connected communities'
  - Sustainable Environment – 'We are on the path to carbon neutral'

**Background**

3. The Future High Streets Fund is a central government programme aimed at renewing and reshaping town centres and high streets in a way that drives growth, improves the experience for everyone visiting the town centre, and ensures a sustainable future. In 2021 Wiltshire Council was awarded **£16,347,056** to develop a range of projects in Trowbridge. These include the following:

- Town Hall Refurbishment
- Pedestrian improvements within the town centre
- Wayfinding and public space enhancements
- Improvements to the River Biss
- Vacant Commercial Units Fund

More information can be found here: [Future High Streets Fund Trowbridge - Wiltshire Council](#)

4. Pedestrian and public realm improvements are intended to:
  - Improve the experience of walking into and around the town centre
  - Facilitate safer and accessible movement through to the town centre
  - Improve wayfinding (how people navigate through the town centre)
5. Improvements have already been delivered at Union Street/Church Street and Castle Street as part of the Future High Streets Fund project. Proposals are being developed

for Roundstone Street whilst the current focus pertaining to this report relates to proposed improvements at Manvers Street, Fore Street and Wicker Hill.

6. The original bid proposal for Trowbridge Future High Streets sought to remove traffic from Fore Street and Wicker Hill; however, the scope of this project has altered. Given the complexity of delivery within the funding timescales, the two-way traffic aspect has been deferred and the Council is proposing to focus instead on improving the pedestrian arrival points and access to the town centre.
7. The current proposal retains the route for through traffic but allows the opportunity for this heritage area of the town centre to become a gateway for visitors as it provides linkage to the development site at Innox Mills (formerly Bowyers), the Railway Station, and ensure a vibrant commercial street. This will be achieved through improving the route for pedestrians, with wider footways, improved crossing points and better bus stop provision.
8. Whilst the proposal retains through traffic, it is anticipated that the changes to Manvers Street, Wicker Hill and Fore Street will see some behavioural change with drivers seeking alternative routes where possible to avoid using the town centre as a through route.
9. The advertised waiting restriction changes have been put forward to facilitate the proposed improvement scheme. A plan outlining the extent of the proposal is provided in **Appendix 1**.

### **Consultation**

10. During the advertisement period twelve items of correspondence have been received in response to the proposals contained within the advertised TRO.
11. Trowbridge Town Council has indicated its support of the improvements put forward as part of the Future High Streets Fund and considered the waiting restriction proposal at its Town Development Committee in August 2023.
12. The proposal locations sit within the Trowbridge Central Division. The Wiltshire Council Member for this division has been included in the development of the proposed improvements.
13. Public consultation on the wider Trowbridge Future High Streets Fund project, including the public realm improvements, was undertaken during 2022 with local people being invited to give their views. Information was provided on the Wiltshire Council website, as well as through a public webinar and drop-in sessions. Further information on this is provided on the Wiltshire Council website at <https://www.wiltshire.gov.uk/article/5882/Future-High-Streets-Fund-Trowbridge>

### **Main Considerations for the Council**

14. To consider the comments received during the consultation period. A summary of the issues raised and officer comments are included in **Appendix 3**.
15. As a result of consultation response, feedback from Trowbridge Town Council and the Wiltshire Council Member, further development of the proposed improvement scheme has been incorporated. This will necessitate the need to adjust some of these proposed TRO changes and also alter those which were previously being retained. It is recommended that these changes be taken through the legal advertisement process. The revised TRO proposal is shown in **Appendix 4**.

### **Safeguarding Considerations**

16. There is no risk to the Council because of these proposals.

### **Public Health Implications**

17. The enhancement of pedestrian routes and improved facilities on routes to and from the town centre aims to increase uptake of sustainable transport modes and decrease vehicle use. This will have a positive impact on public health as a result of increased activity levels.

### **Corporate Procurement Implications**

18. There are none in this proposal.

### **Environmental and Climate Change Considerations**

19. The enhancement of pedestrian routes and improved facilities on routes to and from the town centre aims to increase uptake of sustainable transport modes and decrease vehicle use. This will have a positive impact on environment and climate change.

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

20. There are none in this scheme.

### **Risk Assessment**

21. There is no risk to the Council arising from these proposals.

### **Financial Implications**

22. Funding for the overall scheme has been awarded through the Department for Levelling Up, Housing and Communities. Failure to deliver projects associated with Future High Streets Fund will result in funding being returned to DLUHC.

### **Legal Implications**

23. Changes to existing restrictions require amendments to the Traffic Regulation Order. The process is governed by the Road Traffic Regulation Act 1984 and associated Procedural Regulations. Failure to adhere to the statutory processes could result in the restrictions being successfully challenged in the High Court.

### **Options Considered**

24. To:
- (i) Implement the proposals as advertised.
  - (ii) Implement the proposals as advertised with amendments.
  - (iii) Abandon the proposals as they currently stand and readvertise revised proposals to accord with design changes.

### **Reason for Proposals**

25. It is proposed to abandon the advertised revised traffic regulation orders as they currently stand and readvertise revised alterations which have been developed through consideration of comments received from this consultation, feedback from elected representatives and design development. The revised proposals will remain similar in

nature to those advertised but will include additional short-term parking and loading bay provision.

**Proposals**

26. That:

- (i) The current proposals be abandoned and revised proposals be advertised.
- (ii) The objectors be advised accordingly.

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

None