

**CABINET MEMBER FOR HIGHWAYS, STREET SCENE & FLOODING –
CLLR NICK HOLDER**

HIGHWAYS ASSET MANAGEMENT & COMMISSIONING

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REFERENCE: HSSF-14-24

**PROPOSED EXTENSION OF 30 MPH SPEED LIMIT
HOLT ROAD, BRADFORD ON AVON**

Purpose of Report

1. To consider the comments received following the formal advertisement of a proposed extension to the 30mph speed limit on Holt Road, Bradford on Avon, and to recommend an appropriate way forward.

Relevance to the Council's Business Plan

2. The proposed Traffic Regulation Order (TRO) meets two of the outcomes in the Council's Business Plan 2022-2032.
 - Outcome 2 Resilient Society – communicate with communities in a way that promotes constructive discussion, tailored to the communities needs and developing better solutions to these. To empower communities and groups to act in their local area. This outcome has been met through the development of the proposals (to which this report relates) with members of the local community through the Bradford on Avon Area Board via the Bradford on Avon Local Highways & Footways Improvement Group (LHFIG hereafter) which is made up of elected members and officers from both Wiltshire Council and relevant Town and Parish Councils, as well as representatives of local interest groups.
 - Outcome 3 Thriving Economy – Deliver infrastructure to enable local communities to live, work and play locally, businesses to invest and everyone to take responsibility for the environment. Helping to build an efficient and effective transport network, including viable alternatives to the car. This outcome has been met through the proposed extension to the 30mph speed limit that will address road safety concerns.

Background

3. As a result of concerns raised by the local community, including pedestrian safety at an existing pedestrian refuge, a request for an extension to the 30mph speed limit was considered, supported and funded by the LHFIG, in partnership with Bradford on Avon Town Council.
4. In this instance, a formal speed limit assessment was not considered necessary due to the short distance over which the request applied. Accordingly, an

analysis of this location against the Department for Transport's Circular 01/2013 "Setting Local Speed Limits" and review of data collected was undertaken by a highways officer.

5. It is considered that a short extension of the 30mph speed limit aligns with national guidance such that the area over which the extended limit will apply retains the frontage development density and characteristics expected within a 30mph speed limit. The recommendation is to introduce an extension to the 30mph speed limit to include the site of the existing pedestrian refuge.
6. Whilst the original request sought an extension of the 30mph speed limit over a greater distance, physical limitations relating to siting the required terminal signs were identified and considered as part of the proposal. There is no suitable location at which terminal signing can be installed in the vicinity of the cemetery as per the original request.
7. A plan outlining the proposal is provided in **Appendix 1**.

Consultation

8. Consultation has been undertaken with:
 - The elected Wiltshire Council Member through the statutory TRO consultation process
 - The elected Bradford on Avon Town Council through the statutory TRO consultation process
 - Members of the Bradford on Avon Local Highways & Footways Improvement Group (LHFIG)
 - Emergency services through the statutory TRO consultation process
 - Members of the public through the statutory TRO consultation process.
9. The proposed TROs were subject to formal consultation between 9 February 2024 and 4 March 2024. During the consultation period a total of sixteen items of correspondence were received in response to the Council's proposals. Of these, thirteen were in support of the proposal, two were general comments and one was in objection to the proposal.
10. Bradford on Avon Town Council has indicated its support of this proposal through the LHFIG meetings and has given a commitment to fund 50% of the cost of implementation.
11. The local elected Wiltshire Council Member has indicated support at LHFIG for this proposal.

Main Considerations for the Council

12. To consider the comments received during the consultation period. A summary of the issues raised, and officer comments, are included in **Appendix 2**.

Safeguarding Considerations

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

Public Health Implications

14. There are none with this proposal.

Corporate Procurement Implications

15. There are none in this proposal.

Environmental and Climate Change Considerations

16. The Council's proposals would require the introduction of signing on the public highway. Doing so could be considered to have an impact on the visual aspect of the areas where they are to be introduced. The impact in this case would be minimal as the signs will be relocated from their existing location on Holt Road therefore the amount of signing will remain as per existing.

Equalities Impact of the Proposal

17. There are none in this scheme.

Risk Assessment

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

Financial Implications

19. Changes on the ground will be funded by the LHFIG, with a 50% contribution from Bradford on Avon Town Council. Failure to proceed with the project may result in unspent funds currently allocated to this project being returned to the LHFIG.

Legal Implications

20. The implementation of the proposed waiting restrictions requires the processing of TROs. The process of introducing TROs is governed by the Road Traffic Regulation Act 1984 and associated procedural regulations. Failure to adhere to the statutory processes could result in the TROs being successfully challenged in the High Court.

Options Considered

21. To:

- (i) Implement the proposals as advertised.
- (ii) Abandon the proposals.

Reason for Proposals

22. The proposal is intended to improve road and pedestrian safety and to allay concerns of safety expressed by residents by extending the 30mph speed limit to include existing crossing locations.

Proposals

23. That:
- (i) The proposals be implemented as advertised.
 - (ii) The objectors be advised accordingly.

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

None