

Broad Town - Road Marking and Village Identity Gates Project.

Broad Town is situated on the former B4041. This important through route takes traffic from the A 361 to Wootton Bassett and the M4. During rush hours and other busy times the volume of traffic is considerable. Broad Town also lies at the bottom of a steep hill (12%) on which the present 30mph speed limit starts and continues part way northwards through the village. There is an increase to 40mph for some 200m before reverting to the national speed limit, whereby the road continues at national speed limit to Wootton Bassett

The problem the village faces is one of a significant number of vehicles exceeding the speed limits through the village. For those travelling north heavy braking is required coming down the hill before the restriction and for those going south, speed is often increased to provide momentum going up the hill. Broad Town is particularly vulnerable to speeding traffic. There is currently no off road parking outside the school and the fast moving traffic poses risk to those attending particularly at the beginning and end of the school day and during specific school activities.

A recent metrocount has identified the underlying speeding issue, so much so that the village has recently introduced Community Speedwatch and the police mount regular speed checks.

The recently completed and adopted Parish Plan showed speeding vehicles to be of great concern to villagers. A major concern of parish residents is the speed of the traffic along Broad Town Road and the consequential risk of accidents. 171 of respondents felt better traffic control measures were necessary and those receiving the greatest support were, in order:

- speed activated signs
- 20mph limit by school
- speed limits painted on the road
- extended 30mph zones

The Parish Council have therefore identified several objectives to improve road safety.



- 1) Provide village identity gates at the North and South ends of the village.

- 2) Extend the present 30mph speed limit throughout the village and the margins beyond.
- 3) A 40mph speed limit on the road between Broad Town and Wootton Bassett.
- 4) A 20mph speed restriction outside the school.

In order to move towards achieving these objectives a meeting took place recently between Martin Rose of Wiltshire Highways and the chairman of Broad Town Parish Council. The purpose of the meeting was to understand Wiltshire Council's requirements for the fitting of identity gates.

During the site survey carried out it was pointed out by Martin Rose that it would be appropriate to reinforce the 30mph limit through the village by way of road markings at the same point as the 30mph limit signs (as identified in the Parish Plan). In addition Martin felt that advance warning of the 30mph limit, which at present is not provided, is essential.

A scheme has now been put forward to the Parish Council by Wiltshire Highways for consideration. The scheme comprises

- 1) Village identity gates at both ends of the village.
- 2) "SLOW" markings on the road at 30m intervals before the present 30mph and 40mph restriction signs.
- 3) 30mph painted road marking adjacent to the present 30mph repeater signs running both North and South through the village.

In addition Martin Rose has recommended additional measures comprising of "gate" style road markings on the south side of the village to complement the marking recently installed as part of the Safe Routes to Schools initiative. Martin has indicated that these measures will be incorporated into Wiltshire Highway's budget and programme of works for next year and are therefore not included in this proposal.

The Parish Council have considered the costs for the scheme put forward by Wiltshire Council and believes that it is right to accept the recommendations made and go ahead with the proposals.

At present the Parish Council does not have sufficient funds for the works and is asking the Highways Group for a contribution of fifty per cent of the total scheme cost. The amount requested is £1464.00. We envisage twenty five per cent of the

costs will be provided by the Parish Council, with the remainder of the funds will be raised in the village by way of fund raising events in which local people can participate and feel they are also making a contribution to this scheme and realise the ambitions of the Parish Plan.

The Parish Council feel that this approach to the funding of road safety schemes provides a way forward for many schemes that may otherwise not go ahead. The scheme will provide considerable benefit for the village i.e reduced traffic speed and noise at minimal cost. It will also provide a clear demonstration of local representatives and organisations working in partnership, and show Wiltshire Council's and the Parish Councils commitment to both road safety in the village and the implementation of the actions arising from the Parish Plan.

We very much hope you are able to go our proposals your full consideration.

Full details of Wiltshire Highways proposals are attached.