

## Area Board Project

### 1. What is the Initiative?

Bradford on Avon Town Bridge - Advance Weight Limit Signage

### 2. Where is the initiative taking place?

On the approaches to the town of Bradford on Avon and to the Town Bridge

### 3. When will the initiative take place?

Implementation Autumn 2012

### 4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

The new, clearer, signage will help address the continuing problem of intrusion in the historic core zone of Bradford on Avon by overweight HGVs in contravention of the 18 tonne weight limit on Town Bridge. More than 1000 overweight lorries have been recorded by Lorry Watch volunteers in the last 6 months alone.

Local fears are heightened by the threatened Lorry Ban at Cleveland Bridge in Bath which could aggravate the current problem further.

HGV reduction will also support efforts to ameliorate the air quality problem in the centre of the town.

It is also hope that the signs will deter HGVs from seeking shortcuts through villages in other parts of the community area.

### 5. What is the desired outcome of this initiative?

Greater awareness of the weight limit on Town Bridge by lorry drivers leading to reduced numbers of overweight lorries attempting to navigate through the historic core zone of the town.

Evidence shows that the current visibility of signs and awareness amongst drivers of the weight limit is poor.

**6. Who will Project Manage this initiative?**

Dave Thomas, Traffic Engineering Manager, Wiltshire Council

**7. Costs/quotes/ match funding? (total cost £5k require 1 quote, total cost £5k-25k require 3 quotes)**

The project has been scoped and shows that 18 signs will need replacing at a total cost of £ 11, 748

**8. Additional information**

Bradford on Avon Community Area Transport Group considered the proposal at its meeting on 25 June and gave its overwhelming support for the project. Due to budgetary constraints the matter was referred to the Area Board for funding through the Community Area Grant scheme.