

**HIGHWAYS CONSULTATION REPORT**  
by Copper Consultancy for Bradford on Avon Town Council



**BRADFORD  
ON AVON  
TOWN COUNCIL**

# THE **FUTURE** OF **TRANSPORT** **CONSULTATION**

**COPPER**



## Executive Summary

Bradford on Avon Town Council has carried out a 6 week public consultation to gather the views, needs and priorities of residents and businesses in the area on the town's transport issues.

The purpose of this report is to guide Bradford on Avon Town Council and Wiltshire Council in finding measures that will alleviate the transport network problems.

A questionnaire was developed both in printed and digital format for the public to provide their views on the transport network. A total of 2,107 responses was submitted and analysed. With 83% of the sample residing within the boundary of town, the findings outlined in this report offer detailed insight into the local community of Bradford on Avon.

An interactive map was also made available for people to provide comments on issues affecting specific roads/routes and what improvements are needed. 8 main roads/routes were identified and received a total of 642 responses.

### Traffic and the road network

- 95% of participants identified traffic as either a 'major problem' or 'a problem' in town.
- Respondents' top three priorities were reducing traffic volume, improving pedestrian and cyclist safety and comfort and improving air quality.
- The two-way traffic system was identified as a major problem more frequently than the social distancing (one-way) traffic system.

### Environment

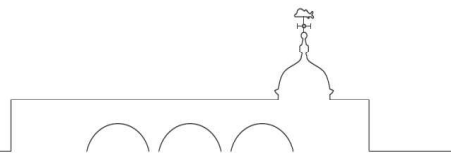
- 88% of respondents were concerned about climate change.
- Only 27% of participants believe their travel behaviours contribute to the climate crisis.

### Your Transport

- Walking and private car (90%) were the most frequent form of transport when travelling daily.
- Private car (55%) was the most frequent form of transport when travelling weekly.
- 84% of the sample own a petrol or diesel car. Respondents would use their car less frequently if there was better access to public transport (52%) and cycling and walking facilities (43%).
- 66% of the sample were either 'very interested' or 'interested' in using public transport. Respondents would use public transport more often if there were more frequent buses (50%), increased rail passenger capacity and comfort (45%), more frequent rail services (45%) and better connections to nearby towns (40%).
- 83% of the sample were either 'very interested' or 'interested' in walking and cycling. Respondents would walk and cycle more often if there were a new bridge for pedestrians and cyclists (69%) and better walking and cycling facilities (64%).

### Your Destinations

- The preferred transport mode when travelling to destinations within town was walking followed by car.



- The sample identified the private car as the main transport mode used to travel to nearby towns and cities across all destinations, whilst public transport was frequently used only to travel to Bath or Bristol.

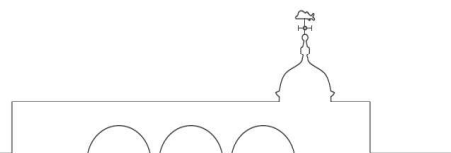
#### Interactive map

- Overall respondents were primarily concerned about traffic volume, pedestrian and cyclist safety and comfort and traffic speed.
- Reduced speed limits, broader pavements and better air quality were the most requested improvements.

#### Next steps

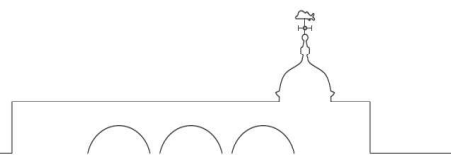
The report will be presented to Wiltshire Council to decide, in partnership with Bradford on Avon Town Council, what would be a locally acceptable plan.

Bradford on Avon Town Council would like to thank everyone who has taken part in this consultation.



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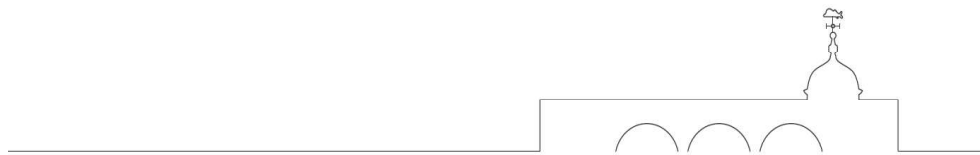
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## 1. Introduction

### 1.1. Purpose of this document

Bradford on Avon Town Council has carried out a public consultation to gather information from residents and businesses in the area on the town's transport issues.

This report has been prepared to present an overview of the findings of the consultation. The purpose of this document is to guide Bradford on Avon Town Council and Wiltshire Council (the Highways Authority) in finding measures that will alleviate the transport network problems. This report was produced by Copper Consultancy on behalf of the Town Council.

Bradford on Avon Town Council would like to thank each person who has been involved with the consultation by either reading the consultation material, responding to the questionnaire and interactive map or attending the consultation events. Each response, feedback and suggestion has been considered.

## 2. Consultation process

### 2.1. Overview

This section provides a description of the consultation process undertaken by Bradford on Avon Town Council.

Given the importance of the local transport network to residents and businesses, the Town Council has attached great importance to ensuring that everyone who has an interest in the subject is able to have access to up to date information and to offer their views.

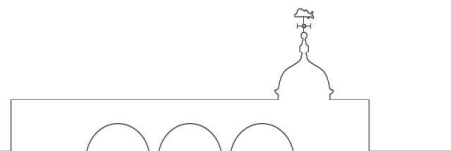
The Town Council launched this consultation on **22nd November 2021**, which ran for 6 weeks from **22nd November 2021 until 9th January 2022**. During this period, individuals and businesses were asked to complete a questionnaire to offer their views, needs and priorities in relation to the transport network in Bradford on Avon. Furthermore, they were also asked to provide comments on issues affecting specific roads/routes and what improvements are needed.

The Town Council has utilised a variety of communications methods to inform the local community and promote engagement. The Town Council has carried out the following activities:

- Consultation booklets drop-off
- Leaflet drop-off
- Newsletter insertion
- 3x public consultation events
- Social media promotion
- Dedicated consultation page on the Town Council website

### 2.2. Consultation booklet

A booklet was prepared and distributed to share key information regarding the consultation and the transport network in Bradford on Avon. The booklet also included the questionnaire through which

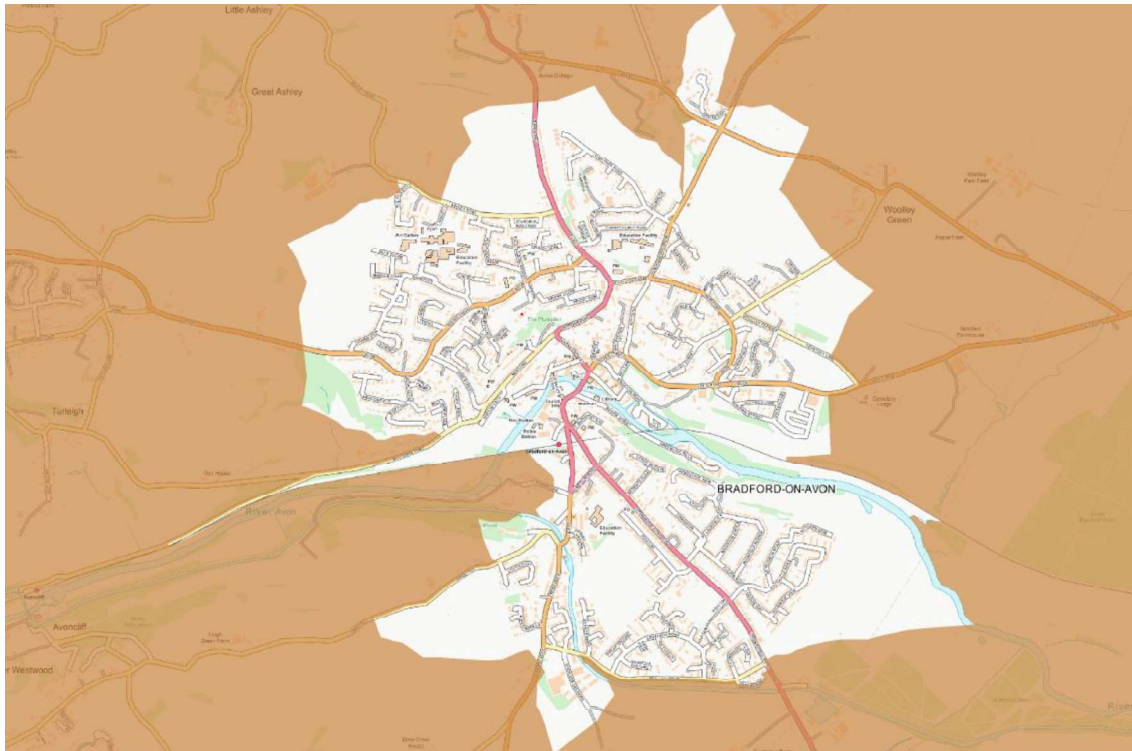


respondents could provide their views and feedback. A copy of the booklet can be found in **Appendix 1**.

The booklet explained the purpose of the consultation, the background information on the transport network, the instructions on how to take part in the consultation, where to obtain additional information, the list of exhibitions and the questionnaire.

Copies of the booklet were distributed between 24<sup>th</sup> November 2021 and 6<sup>th</sup> December 2021 to both households and businesses in the area identified in the map below. Copies were also made available for collection at Bradford on Avon Town Council's office.

2.1 Image to show the area covered by the booklets' distribution in Bradford on Avon



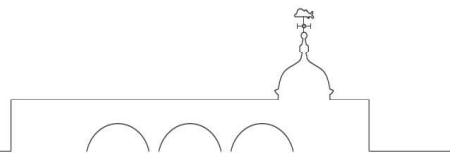
After having acknowledged that some areas had been only partially covered by the booklet drop-off, Bradford on Avon Town Council carried out a leaflet distribution to ensure that all interested parties had the opportunity to be involved with the consultation.

The leaflet contained information on the consultation, where to obtain additional material, how to take part in the consultation and where to collect a physical copy of the booklet.

### 2.3. Public consultation events

The Town Council held 3 public drop-in consultation events at St. Margaret's Hall on the following dates and times:

- **Saturday 27th November 2021: 10 am – 2 pm**
- **Saturday 4th December 2021: 12 pm – 4 pm**



- **Thursday 6th January 2022: 4 pm – 8 pm**

The consultation events were open to anyone who wished to discuss the consultation, its purpose and the technical information and data shared by the Town Council on the transport network.

Information about the consultation was shared at these events and copies of the booklet were available to take away. The attendees were also given the option to provide comments on issues affecting specific roads/routes and what improvements are needed.

To promote the consultation events, the Town Council included the full schedule in the booklet and on the consultation webpage, as well as on social media posts.

The third consultation event was added to the schedule while the consultation was already ongoing. The Town Council informed the public on the addition of another event via the website, social media posts, leaflet distribution and newsletter.

The following materials were produced to support the events:

- 2x boards outlining information about the consultation
- 2x boards displaying a map of Bradford on Avon with highlighted key roads/routes
- 2x boards outlining how to provide comments on issues affecting specific roads/routes and what improvements are needed.
- 1x board outlining key background technical information
- Printed consultation booklets
- Printed comment sheets to provide feedback on key roads/routes.

Copies of the materials used at public events can be found in **Appendix 2**.

In addition to the materials outlined above, the Town Council also used a projector to display the interactive map available on the consultation webpage.

## 2.4. Consultation website

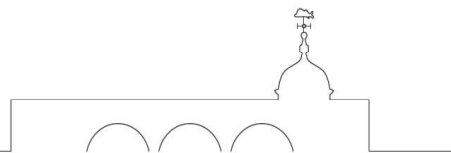
A webpage was created on the Town Council website to provide information about the consultation to the public. The webpage also included a digital version of the questionnaire and the interactive map.

The content of the consultation webpage reflected the information provided in the booklet. Furthermore, additional information was made available to the public including technical reports and data about the transport network, traffic and air quality in town.

## 2.5. Questionnaire and interactive map

A questionnaire was developed for the public to provide their views. The questionnaire included closed and open questions. It also allowed the respondents to provide additional comments in free text.

The questionnaire was developed both in printed format (included in the booklet) and in digital format. A copy of the questionnaire can be found in **Appendix 1**.





During the consultation period, respondents were able to submit their views via the following methods:

- In person at consultation events
- In person at Bradford on Avon Town Council
- Online via the Bradford on Avon Town Council website

An interactive map was made available for people to provide comments on issues affecting specific roads/routes and what improvements are needed. During the consultation period, respondents were able to submit their views on the consultation webpage and via comment sheets at the consultation events. A copy of the comment sheet is available in **Appendix 2**.

### 3. Key findings

This section provides an overview of the consultation's key findings. The questionnaire received a total of **2,107 unique responses** whilst the Interactive Map received a total of **642 unique responses**. Approximately 650 members of the public attended the 3 public events in St. Margaret's Hall.

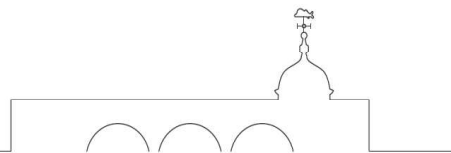
#### 3.1. Key findings: Questionnaire

This section provides an overview of the key findings that have emerged from the analysis of the survey responses.

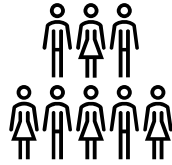
The questionnaire's structure included the following six sections:

- Traffic and the road network
- The Environment
- Your transport
- Your destinations
- About you
- Further comments

These sections were developed to gather a comprehensive view of the needs, priorities and issues of Bradford on Avon residents and businesses.



### 3.1.1. The sample



2,107 participants



46% of the sample identified as female whilst 45% identified as male



83% of the sample were from a **Bradford on Avon town** postcode



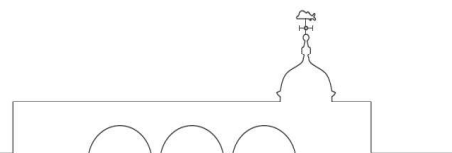
16% of participants consider themselves having a disability, impairment, serious illness or health condition

Participants across all age demographics took part in this consultation. The largest proportion of participants was between 45-64 years old, followed by the 65-74 age category and then the 25-44 age category.

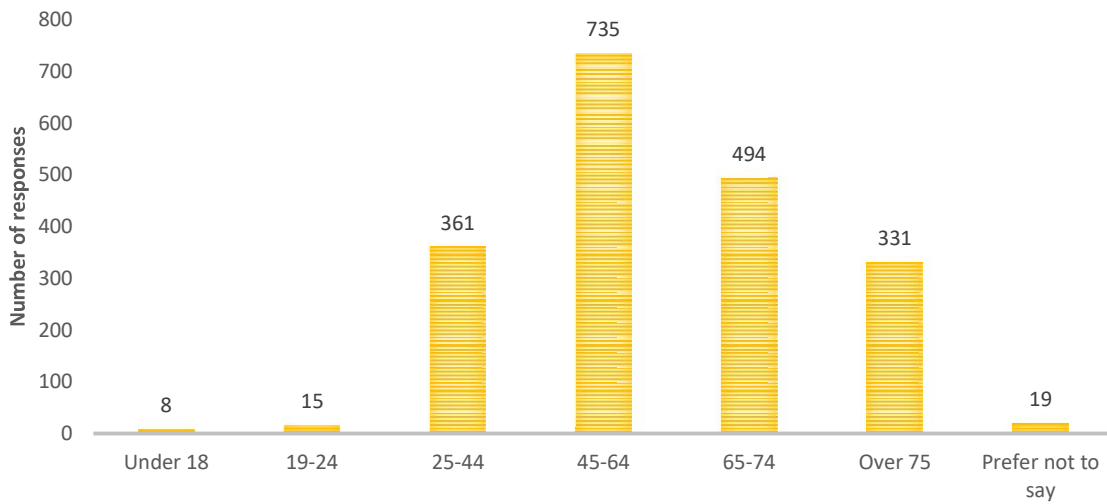
All data reported in the sections that follow refer to the entire sample of 2,107 participants. Please note that not every question was answered by all participants.

Given the difficulties that local and central government are facing in engaging with people and businesses across the UK, the high number of responses received strengthen the need to address the topics covered in this report and offer solutions that works for everyone in town.

In comparison, other recent transport consultation carried out in the South West received significantly lower levels of engagement. For example, consultations for bigger projects like the 'A30 Chiverton Cross to Carland Cross' and 'Bath Journey to Net Zero' received only circa 1,000 responses each.



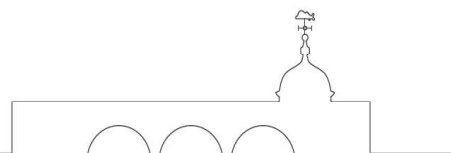
3.1 Graph to show age of participants



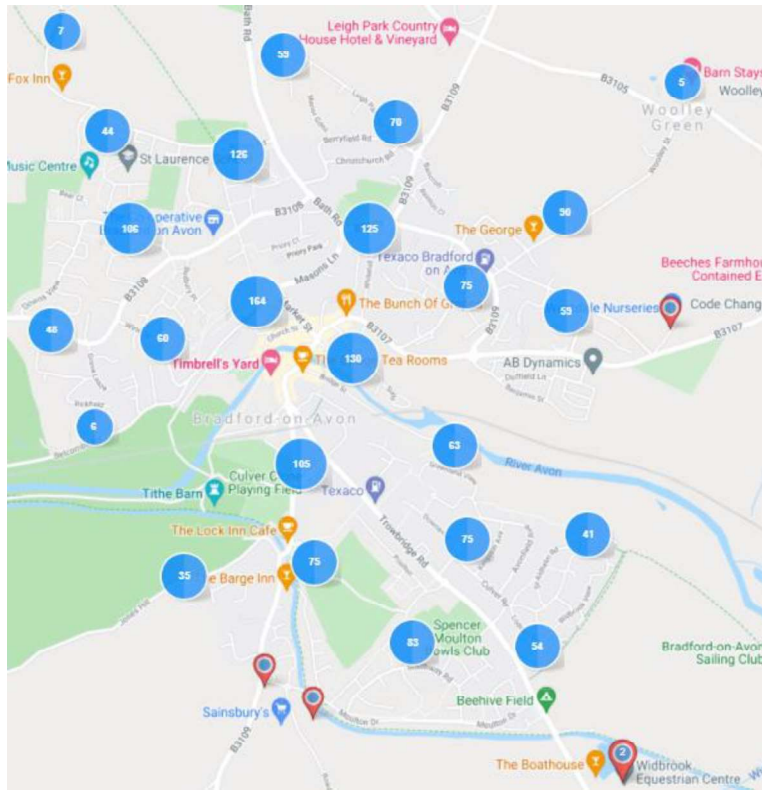
**3.1.2. Traffic and the road network**

*Question 1 - What is your residential or business postcode?*

The overwhelming majority of participants had a registered postcode from within the boundary of Bradford on Avon, with 1,750 participants representing the area. The BA15 postcode as a whole was registered by 94% of respondents. The following most registered postcodes in descending order were BA14 (75 respondents), SN12 (17 respondents), BA2 (11 respondents) and BA1 (7 respondents).

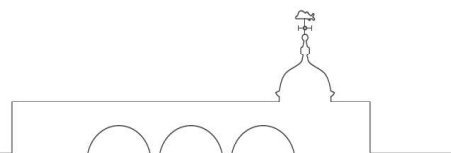


3.2 Image to show the number of responses in Bradford on Avon

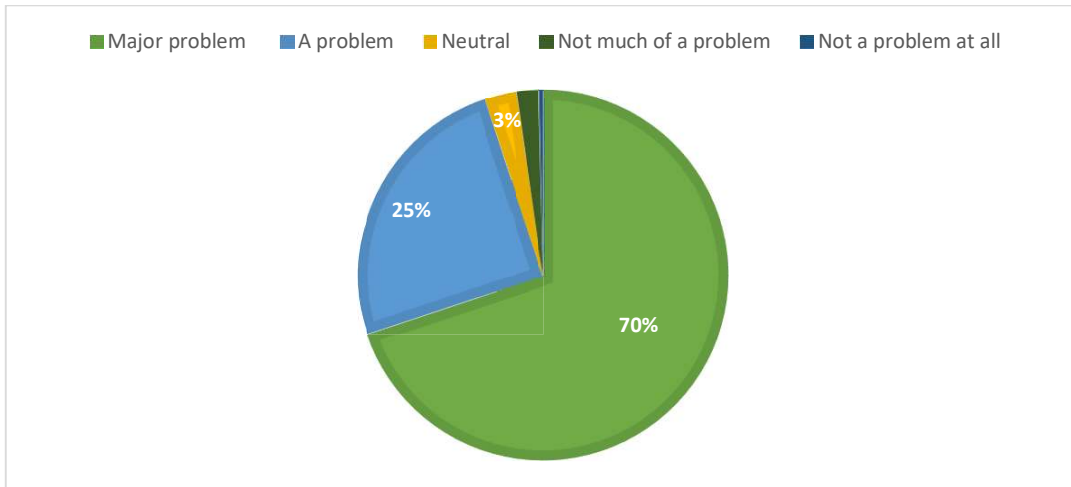


Question 2 - To what extent is traffic a problem in Bradford on Avon?

The majority of participants (70%) stated that traffic is a 'major problem' in Bradford on Avon. A further 25% said it was 'a problem'. In comparison, only 0.3% of the sample said that traffic was 'not a problem at all'. From the table below, we can identify that traffic is an ongoing concern for residents and businesses in the town and provides clear justification for a traffic management solution.



3.3 Graph to show to what extent traffic is a problem in Bradford on Avon

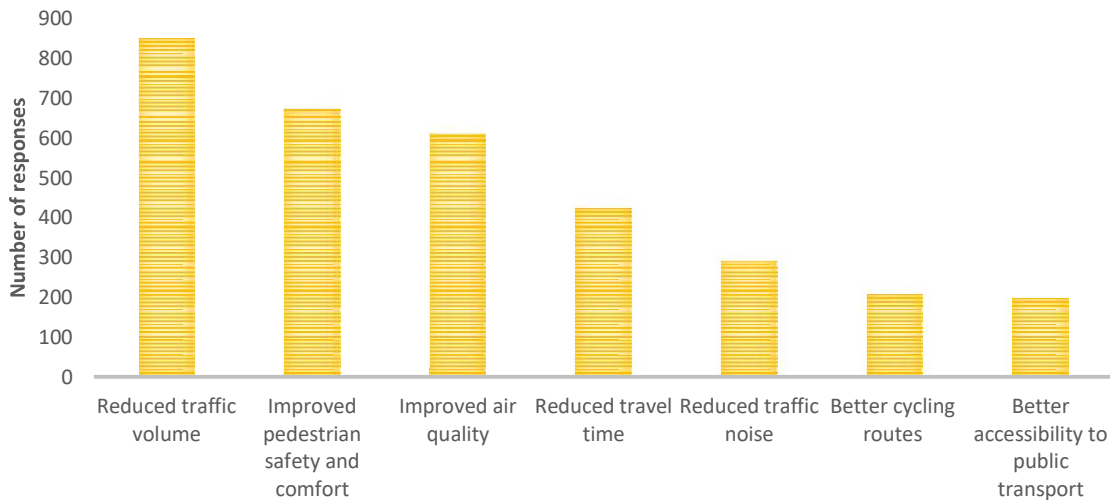


Question 3 - What are your key priorities when it comes to the transport network in Bradford on Avon?

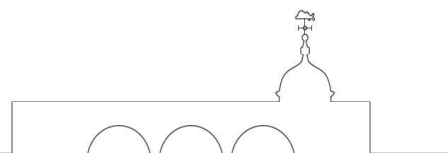
When participants were asked to rank their key priorities for Bradford on Avon’s transport network, ‘Reduced traffic volume’ was identified as the sample’s top priority, with 850 responses.

‘Improved pedestrian safety and comfort’ was the second most popular priority, with 672 responses, followed by ‘improved air quality’ with 610 responses.

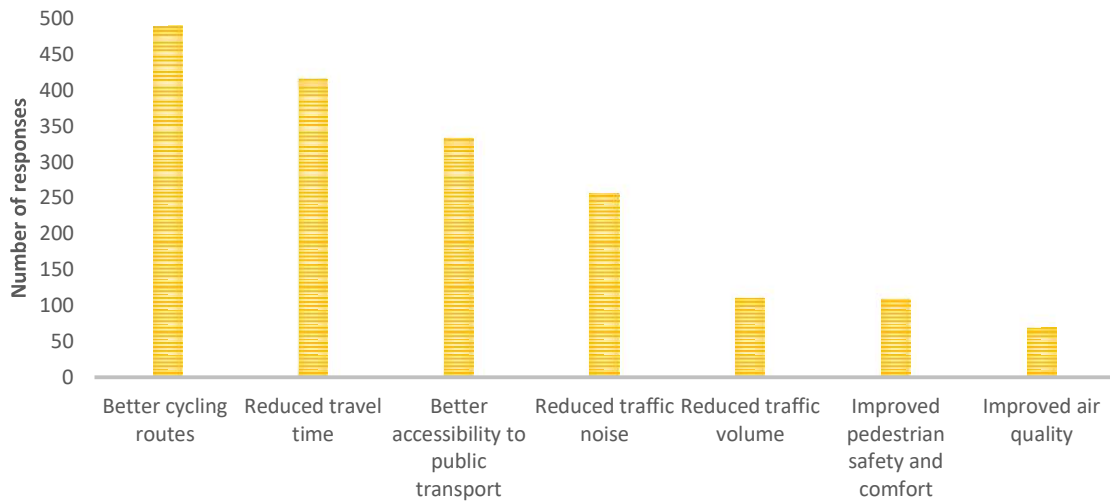
3.4 Graph to show participants’ top ranked priority for the transport network in Bradford on Avon



Conversely, as shown by graph 3.5, ‘better cycling routes’ was the sample’s lowest rank priority (490 responses), followed by ‘reduced travel time’ (416 responses) and ‘better accessibility to public transport’ (333 responses).

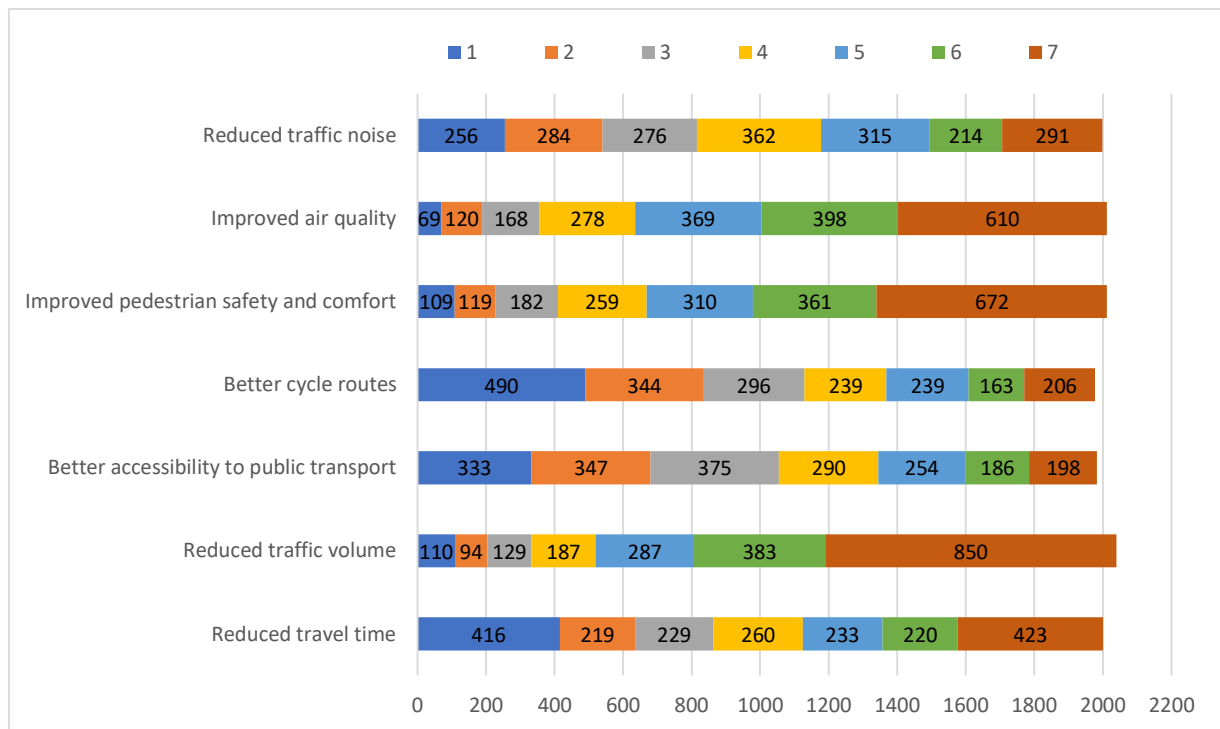


3.5 Graph to show participants' lowest rank priority for the transport network in Bradford on Avon

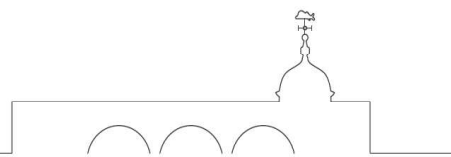


The full breakdown of priorities can be seen below on graph 3.6.

3.6 Graph to show participants' priorities for the transport network in Bradford on Avon (with 1 being the lowest priority and 7 the highest)



In addition to the choices provided above, respondents were given the opportunity to add any further comments they had about the traffic in the town. Responses focused on the following categories regarding the traffic including:



- **Traffic management schemes** – support for the social distancing (one-way) system, by-pass, reduced traffic speed, improved traffic flow, reduced through traffic, less congestion and implementing safer loading bays and diverting heavy goods vehicles.
- **Town centre facilities** – improved pedestrian paving and separate cycle lanes, improved parking facilities, better reliability and accessibility for/to public transport, EV charging points and improved wheelchair access.
- **Other** – quality of life, social impact and reducing the impact on neighbouring towns, reduced emissions and pollution, preserving the historic town and safety considerations.

*Question 4 - Considering the current two-way traffic system in the town centre, how would you rank the factors below?*

When considering the current two-way traffic system, 89% of respondents identified traffic volume as a 'major problem' or 'a problem' in the town centre. Consequently, traffic flow and air quality produced equally unanimous results, with respectively 89% and 82% agreeing that it is a 'major problem' or 'a problem'.

In regards to pedestrian and cyclist safety and comfort, the majority of respondents (76%) identified this as a concern, whilst only 14% disagreed that it was an issue stating it was either only 'somewhat a problem'<sup>1</sup> or 'not a problem at all'.

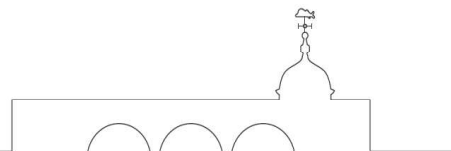
Furthermore, when respondents were asked about the walking and cycling facilities in the town centre (including pavement width, cycle hire, cycle parking etc.) and noise pollution over half (respectively 67% and 56%) agreed this were either major problems or problems.

Finally, 'public transport usage' was not identified as an issue in the current two-way traffic system with almost half of respondents (46%) opting for a neutral opinion.

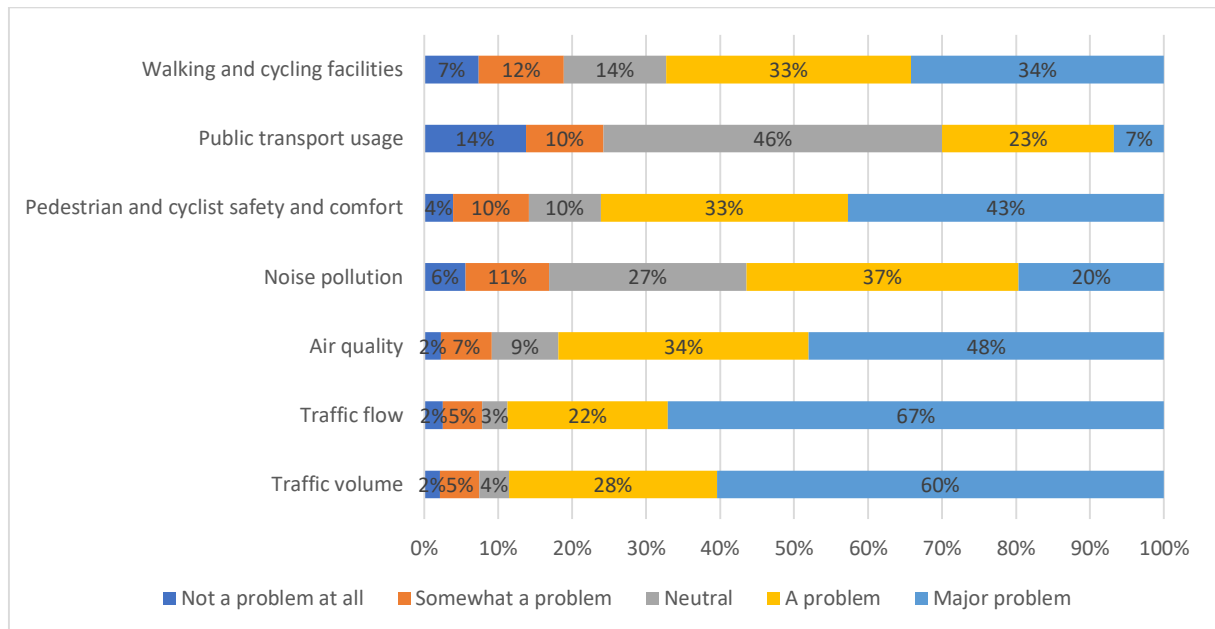
In summary:

- Traffic volume, traffic flow and air quality were identified as a primary point of concern in the current two-way traffic system.
- Respondents also agreed that pedestrian and cyclist safety and comfort as causes for concern, alongside walking and cycling facilities.
- Over half of respondents stated noise pollution as a 'major problem' or 'a problem'.
- Public transport was not identified as a common issue in the current two-way traffic system.

<sup>1</sup> The scale used for Question 4 and 5 places 'Somewhat a problem' between 'Not a problem at all' and 'Neutral'



3.7 Graph to show participants' ranking of factors for question 4



Question 5 - Considering the social distancing (one-way) system that was implemented in the town centre during the pandemic, how would you rank the factors below?

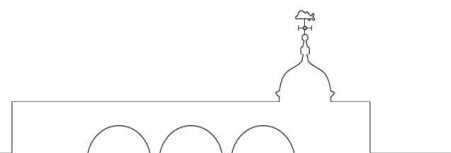
When considering the social distancing (one-way) system that was implemented in the town centre during the pandemic, over half of respondents (54%) agreed that traffic volume was only 'somewhat a problem' or 'not a problem at all'. In comparison, 33% of respondents reported traffic volume as a 'major problem' or 'a problem'.

Moreover, 71% of respondents also agreed that traffic flow was 'somewhat a problem' or 'not a problem at all' in the social distancing (one-way) system. On the contrary, 19% of respondents reported this factor as a 'major problem' or 'a problem'.

In regard to the air quality of the town centre that was generated as a result of the social distancing (one-way) system, the majority agreed it was not 'a major problem' or 'a problem'. 72% of respondents identified their view of this as 'neutral', 'somewhat a problem' or 'not a problem at all'. Likewise, 77% of respondents opted for 'neutral', 'somewhat a problem' or 'not a problem at all' when assessing noise pollution in the town centre.

When asked to consider how pedestrian and cyclist safety and comfort was impacted by the social distancing (one-way) system, 22% of respondents identified this as a 'major problem' or 'a problem'. 60% of respondents agreed that pedestrian and cyclist safety and comfort was either only 'somewhat a problem' or 'not a problem at all'.

Moreover, over three quarters of respondents (78%) noted that the walking and cycling facilities (including pavement width, cycle hire, cycle parking, etc.) were not a problem or were neutral in their opinion on these facilities when the social distancing (one-way) system was implemented in the town centre.



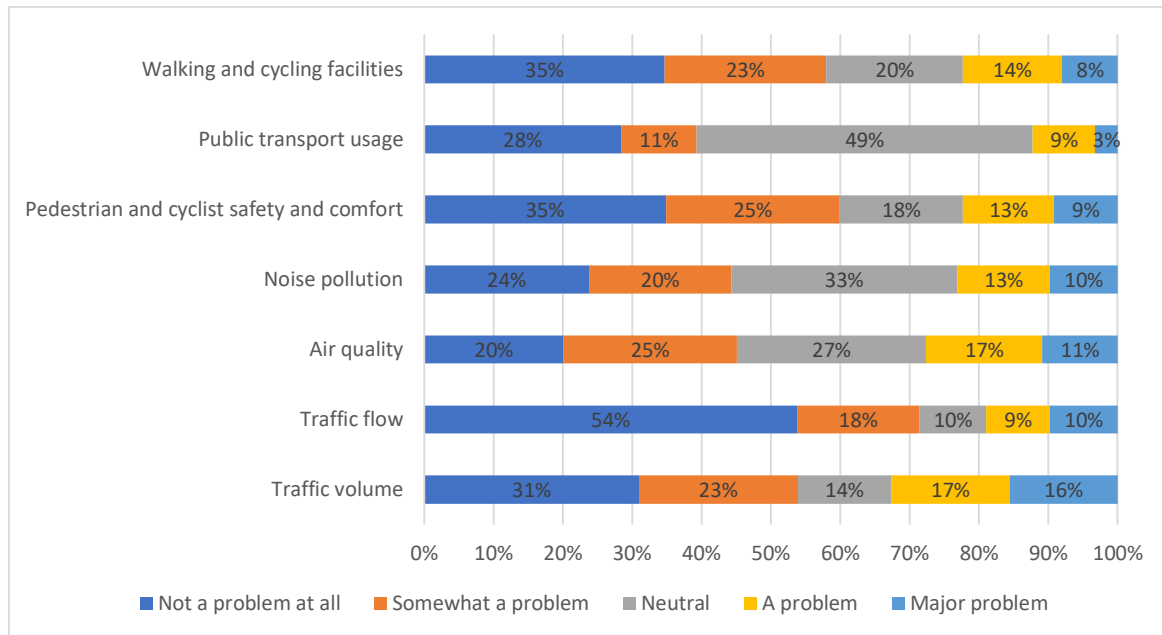


Finally, a minority (12%) noted public transport usage as a ‘major problem’ or ‘a problem’ in the social distancing (one-way) system, with almost half of respondents (49%) holding a neutral opinion and 39% of respondents saying public transport usage was only ‘somewhat a problem’ or ‘not a problem at all’.

In summary:

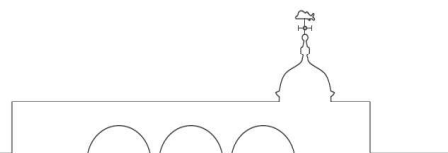
- Traffic volume and traffic flow were not identified as a primary concern for respondents, with the majority agreeing that both traffic volume (54%) and traffic flow (71%) were not a problem as a result of the social distancing (one-way) system.
- Equally, 72% of respondents stated air quality was not a ‘major problem’ or ‘a problem’ and likewise, 77% of respondents stated noise pollution was not a ‘major problem’ or ‘a problem’.
- Pedestrian and cyclist safety and comfort and walking and cycling facilities were not identified as concerns for 78% of respondents.
- Public transport remained a minimal concern relating to the social distancing (one-way) system, with only 12% identifying it as ‘a problem’.

3.8 Graph to show participants’ ranking of factors for question 5



In comparing responses from both question 4 and question 5, there is a clear discrepancy in areas for concern. The current two-way traffic system was identified as a ‘major problem’ across all seven categories.

Notably, both traffic volume and traffic flow are the most identified major concerns with respondents within the current two way traffic system. Consequently, air quality is also a major concern for respondents regarding the current two way traffic system.



Furthermore, pedestrian and cyclist safety and comfort was identified as a moderate cause for concern, which jointly reflects the moderate concern of walking and cycling facilities within the current two-way traffic system.

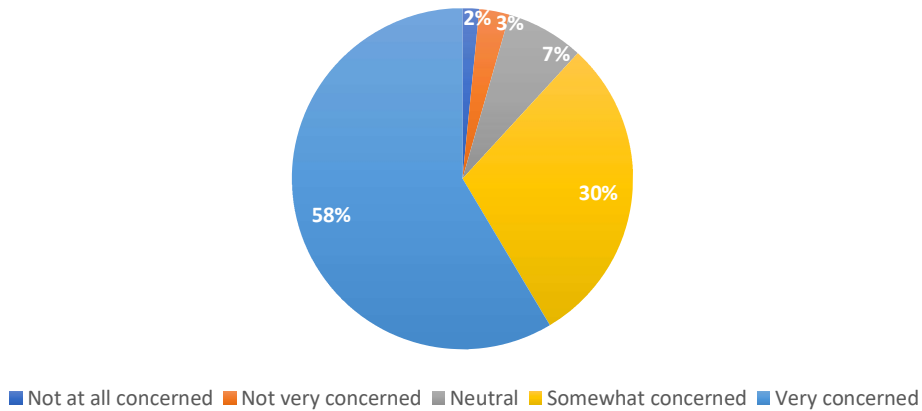
On the other hand, public transport usage and noise pollution were both a small concern for respondents across both traffic systems.

### 3.1.3. The environment

*Question 7 - To what extent are you concerned about climate change?*

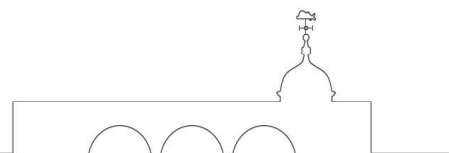
To consider the wider environmental impact of transport in Bradford on Avon, respondents were asked to address their level of concern about climate change. Over half of respondents (58%) recognised that they are ‘very concerned’ about climate change, whilst 30% highlighted that they are ‘concerned’. Only 5% of all respondents said they were not concerned. These results show a firm consensus regarding the challenges of climate change for both the town and as a wider issue.

3.9 Graph to show to what extent respondent are concerned about climate change

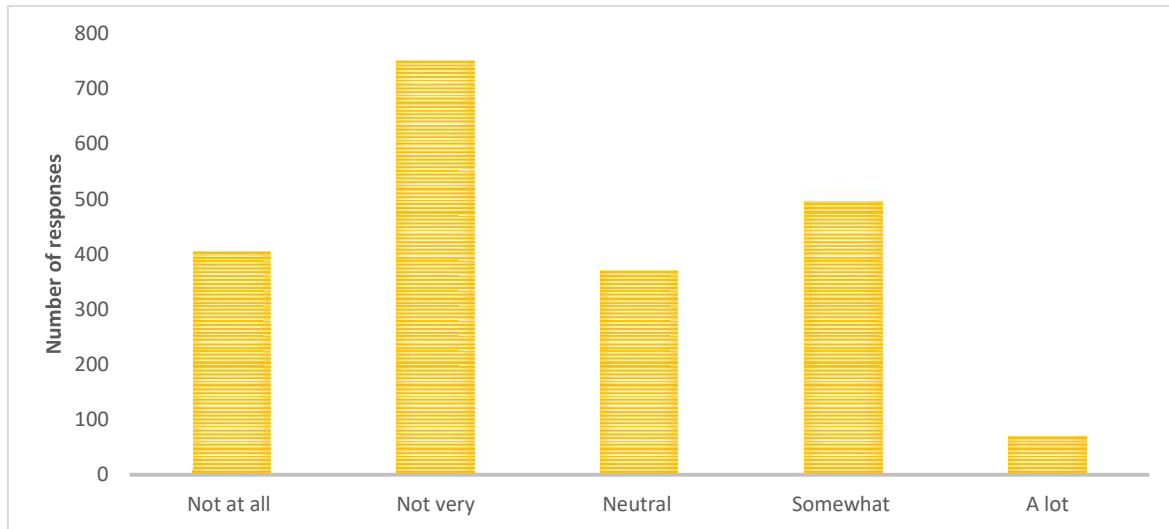


*Question 8 - Considering your current travel behaviours, to what extent do you think your actions contribute to the climate crisis? E.g., driving 0.5 miles to local schools or shops every day.*

To assess the validity of climate concerns, respondents were asked to reflect on their current travel behaviours and note the impact their behaviours have on the climate crisis. Despite the majority of respondents saying they were ‘very concerned’ about climate change, only 27% believe their travel behaviours contribute to the climate crisis. On the other hand, the majority of respondents (55%) deny that their travel behavior contributes to the climate crisis.



3.10 Graph to show to what extent respondents believe their travel behaviour impacts the climate crisis.



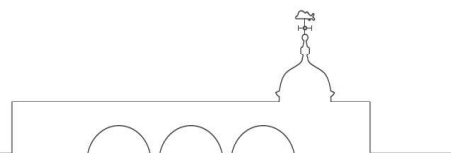
**3.1.4. Your transport**

*Question 9 - Please use the table below to tell us how often you use these transport modes to travel into, out of and through Bradford on Avon*

In this section of the questionnaire, we assessed residents and businesses modes of transport, the corresponding frequency of transport usage and the extent to which respondents were both interested in specific modes of transport and what would encourage further usage.

In question 9, respondents were asked to reflect upon which mode of transport they use on a daily, weekly and monthly basis when travelling into, out of and through Bradford on Avon. Results showed the following:

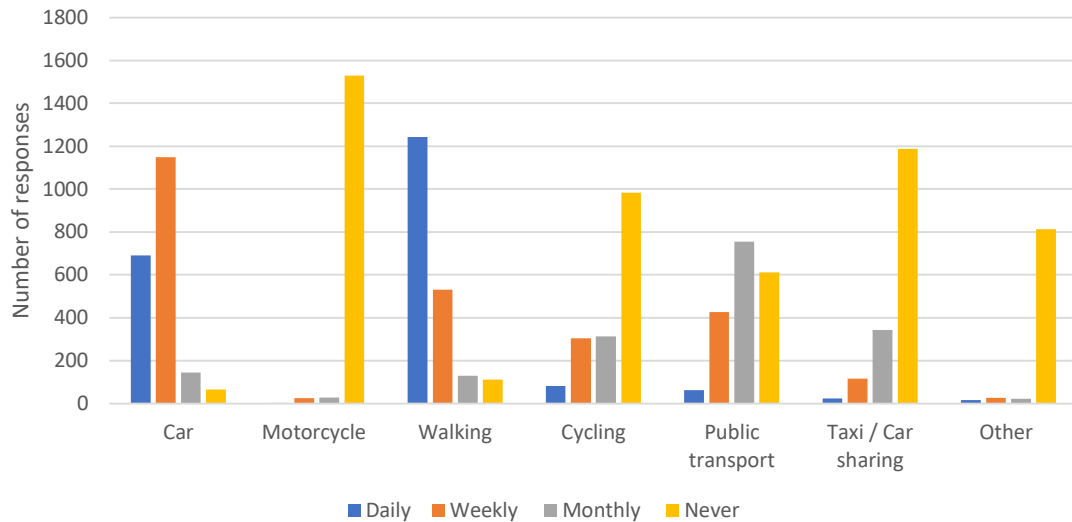
- Walking and private car were the most popular forms of transport on a daily basis by a large majority, making up over 90% of all responses. This was followed by cycling and public transport (7%), whilst a very small minority use a motorcycle, taxi/car sharing or other modes of transport on a daily basis.
- Private car was the most popular form of transport on a weekly basis according to over half (55%) of responses. The remaining preferences were walking, public transport and cycling. The minority of respondents selected other transport modes or motorcycles for weekly usage.
- When assessing which mode of transport was used on a monthly basis, public transport was the most frequent choice (36%), followed by taxi/car sharing and cycling. A smaller group of respondents use a car or walk monthly, with few respondents using a motorcycle or another mode of transport.
- When asked to recognise transportation modes respondents have never used, the majority of respondents opted for a motorcycle or taxi / car sharing. Some respondents also



highlighted that they have never cycled or used public transport to travel into, out of and through Bradford on Avon.

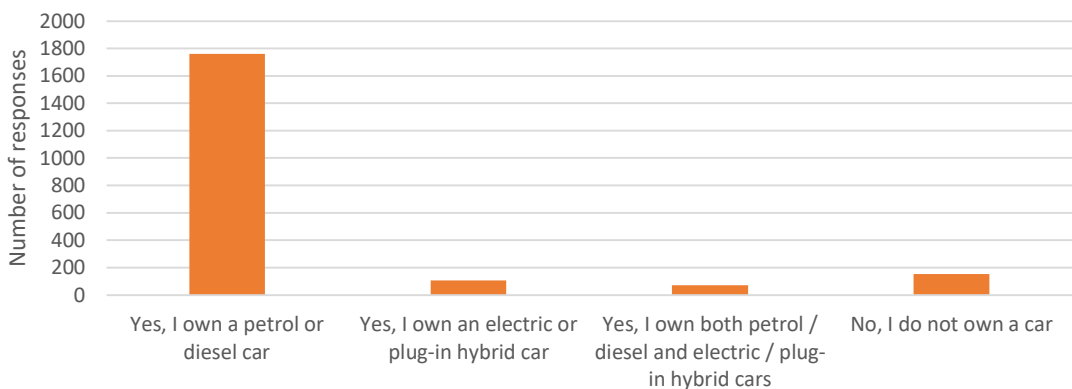
- When asked to specify other modes of transport, respondents frequently identified rail, followed by aviation, horse, e-bike, e-buggy, e-scooter, work vans and assistance for people with limited mobility, such as wheelchair and mobility scooter.

3.11 Graph to show transport modes used daily, weekly, monthly or never, when travelling into, out of and through Bradford on Avon.

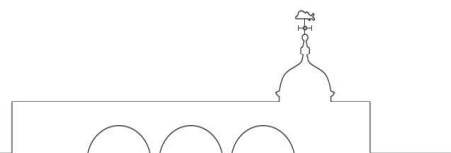


As private cars remain a regularly-used transport mode, question 10 assessed respondents’ car usage. The graph below outlines that 84% of the sample own a petrol or diesel car, whilst only 5% of respondents within the sample own an electric or plug-in hybrid car and 7% not owning a car at all.

3.12 Graph to show the number of respondents that own a car

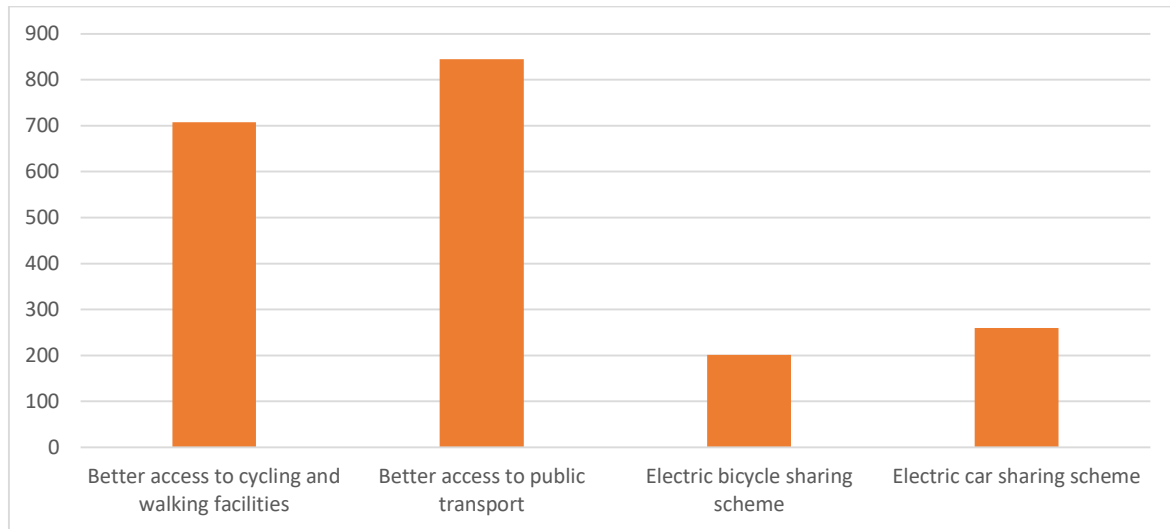


To help uncover what would encourage the residents of Bradford on Avon to use their car less frequently, question 11 found that:



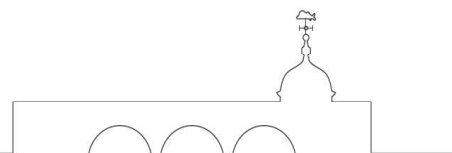
- 52% of respondents would be encouraged to use their car less frequently if there was better access to access to public transport.
- 43% of respondents would be encouraged to use their car less frequently if there was better access to access to cycling and walking facilities.
- 16% of respondents would be encouraged to use their car less frequently if there was an electric car sharing scheme and 12% would be encouraged by an electric bicycle sharing scheme.

3.13 Graph to show which initiatives would encourage respondents to use their car less frequently

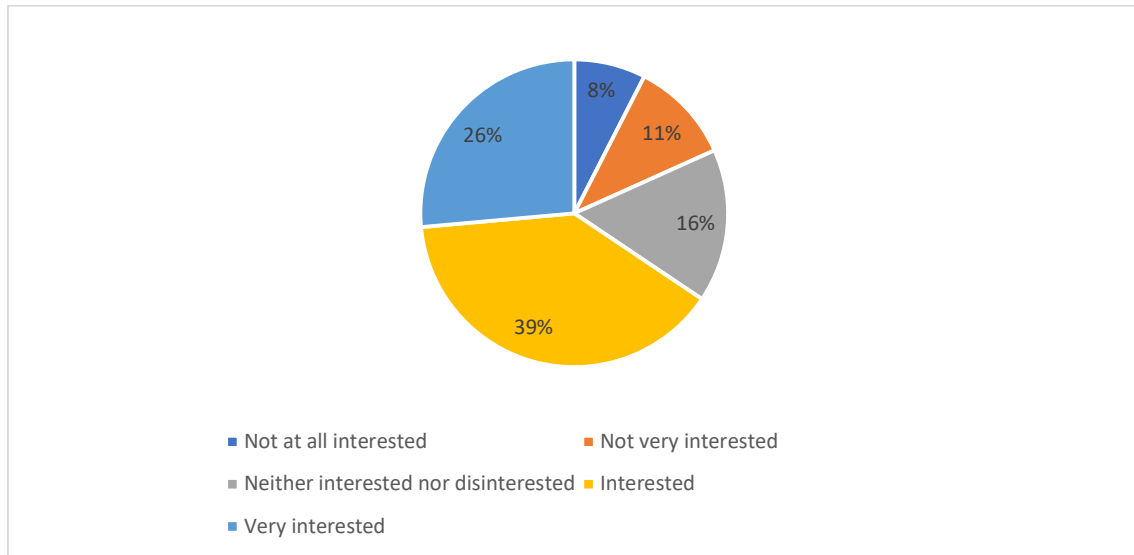


Using the 'other' box, respondents highlighted that more affordable, reliable and frequent public transport would prompt less private car usage, as well as better public transport links. Improved pedestrian and cyclist safety and comfort were also noted as solutions that would prompt less car usage.

With the majority of respondents using public transport monthly, question 12 sought to understand to what extent respondents were interested in this transport mode. Data showed a positive attitude to public transport with almost half of participants (66%) being either 'very interested' or 'interested'.

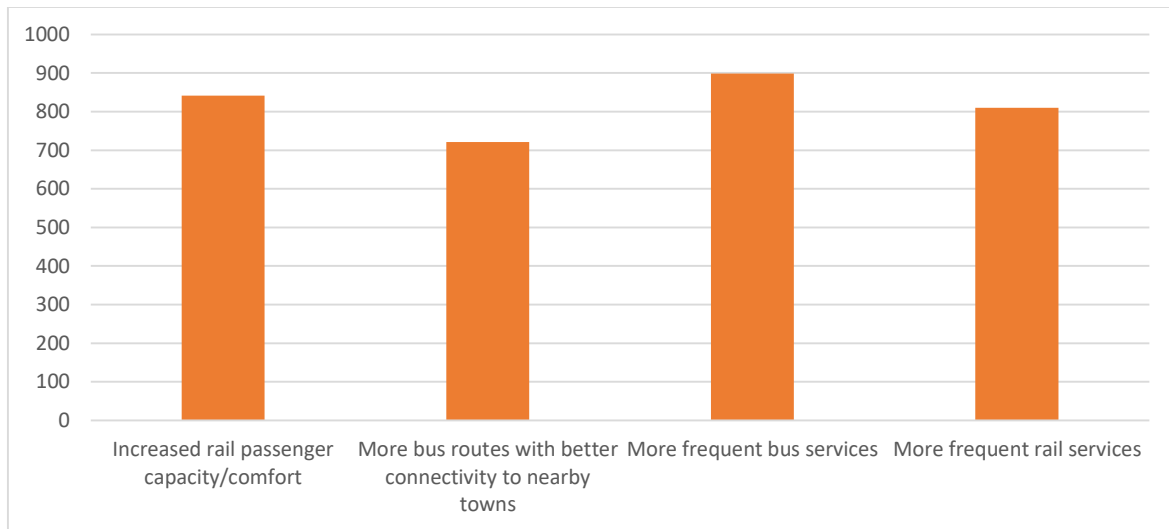


3.14 Graph to show to what extent respondents are interested in using public transport

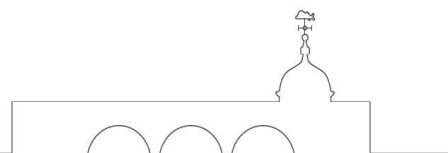


When asked what would encourage public transport usage in Bradford on Avon, more frequent bus services (50%) and increased rail passenger capacity and comfort (47%) were the most popular responses, followed closely by frequent rail services (45%) and more bus routes with better connections to nearby towns (40%).

3.15 Graph to show what would encourage respondents to use public transport more often



Using the 'other' box, respondents highlighted that cheaper bus and rail fares, a reliable public transport and improvement to the town bus (e.g. improved accessibility, smaller buses, more environmentally friendly buses, etc.) would all significantly promote the use of public transport in Bradford on Avon.



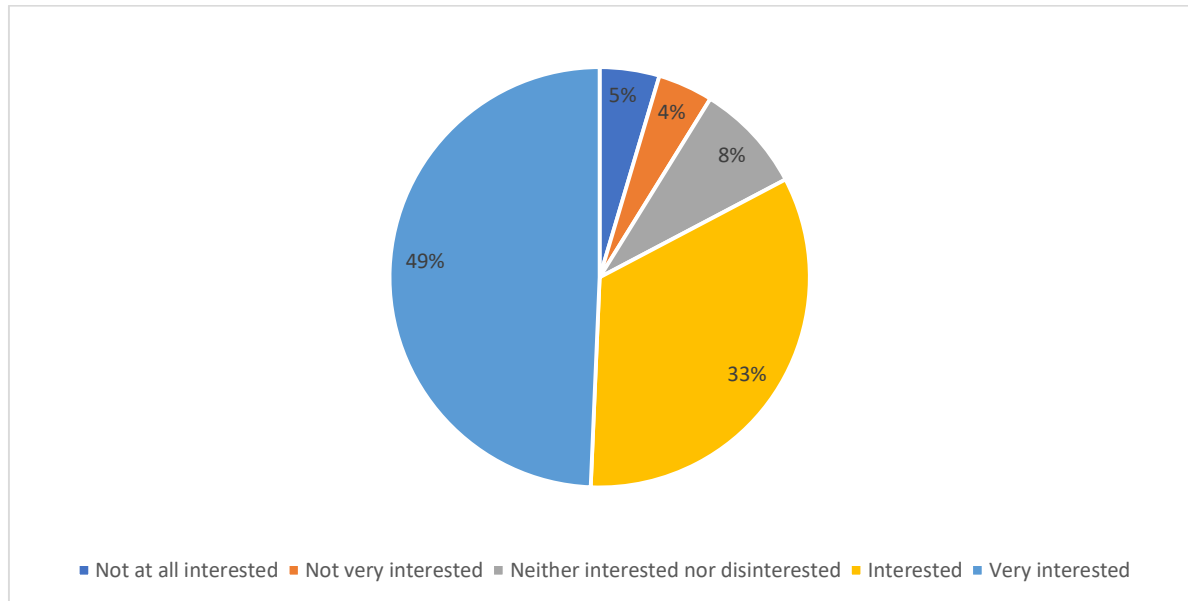
Referring to the option ‘more bus routes with better connections to nearby towns’, the below table summarises desired locations and the number of respondents who mentioned each specific destination. The full breakdown of listed destinations can be found in Appendix 3.

3.16 Table to show additional public transport destinations disclosed within the further comments section

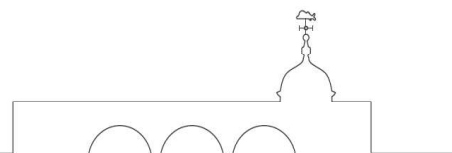
Destination	Number of mentions
Melksham	93
Corsham	75
Frome	54
Bath	47
Chippenham	46
Devizes	37
Trowbridge	36
Holt	20
Westwood	15

Finally, when asked to indicate their interest in walking and cycling, results showed an overwhelming interest in this mode of transport with 83% of the sample either ‘very interested’ or ‘interested’.

3.17 Graph to show to what extent respondents are interested in walking and cycling



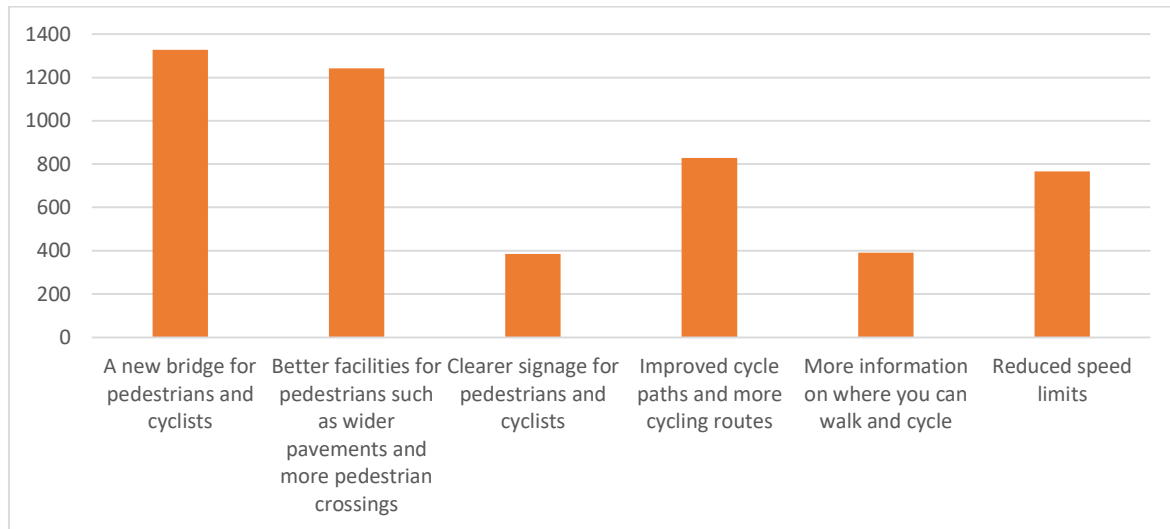
Importantly, to understand how Bradford on Avon can best capitalise on this interest in walking and cycling, respondents disclosed what would encourage them to walk and cycle more often in question 15.



The results showed that most respondents agreed that a new bridge for pedestrians and cyclists (69%) and better facilities such as wider pavements and more pedestrian crossings (64%) would encourage them to walk and cycle more.

Other popular incentives included improved cycle paths and more cycling routes (43%) and reduced speed limits (40%). More information on where to walk and cycle (20%) or clear signage for walkers or cyclists (20%) were identified as incentives by a minority of respondents.

3.18 Graph to show what would encourage respondents to walk and cycle more often



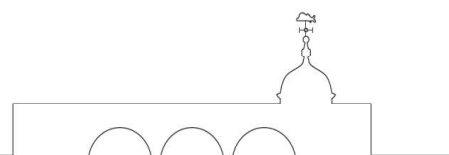
When asked to highlight other methods that would encourage respondents to walk and cycle more in Bradford on Avon, data showed that less traffic congestion, reduced through traffic and reduced traffic speed would all prompt a higher uptake of walking and cycling. These options were identified alongside a generic transport system that prioritises active travel.

Secondly, improved facilities were also highlighted as incentives to walk and cycle more, with specific measures such as bike storage, safer town bridge, better street lighting and dedicated walking and cycling routes with separated lanes. In summary, the overarching themes all relate back to improved safety being the key driver to encouraging transport by foot and bike.

3.1.5. Your destinations

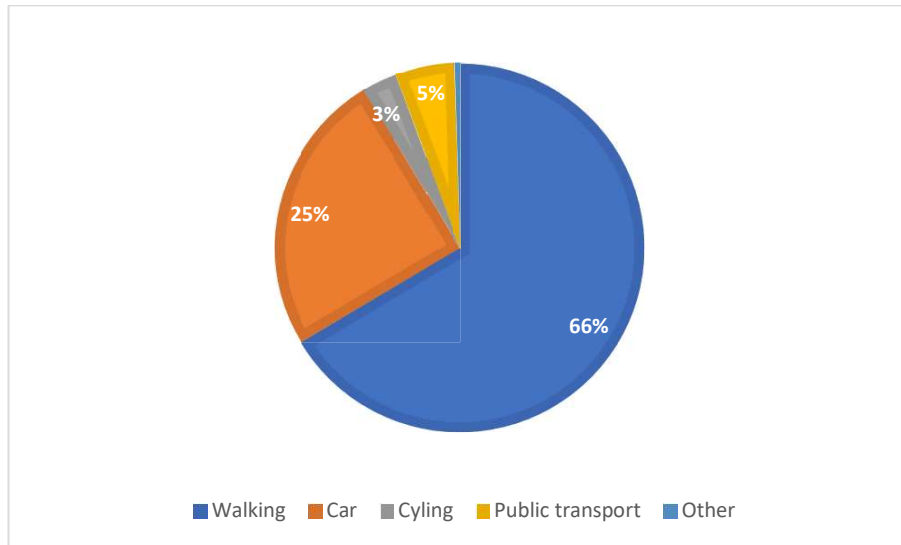
**Train Station**

The preferred transport mode when travelling to the train station is walking (66%), followed by car (25%), with a small minority of respondents preferring to use public transport (5%) or cycling (3%). When making this trip, respondents were split in terms of whether they crossed the town bridge with 55% stating that they **do** cross the town bridge on their journey and 45% stating that they **do not** cross the town bridge on their journey to the train station in Bradford on Avon.



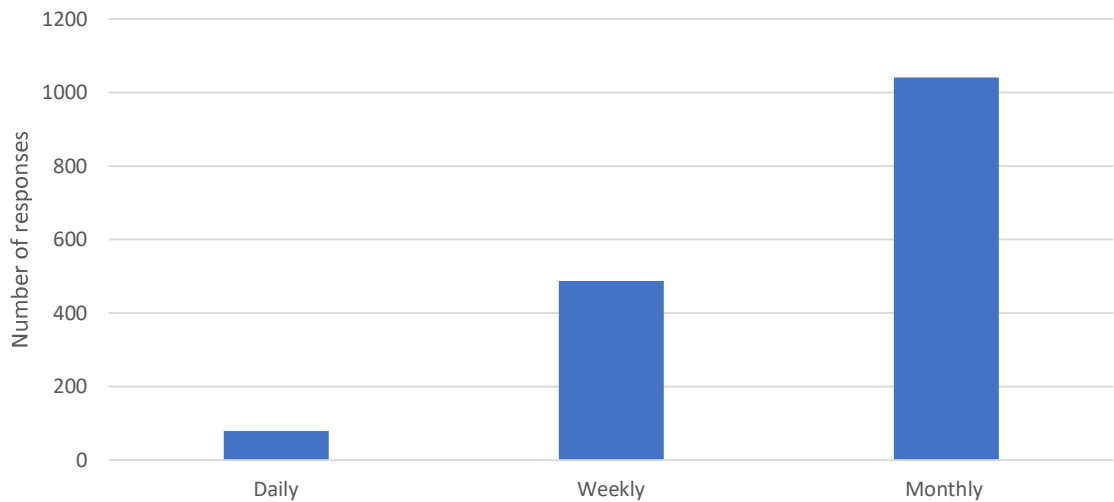


3.19 Graph to show preferred mode of transport when travelling to the train station



When assessing respondents’ frequency of travel to the train station, over half of residents make the journey monthly, whilst a smaller percentage travel weekly and in a handful of cases daily.

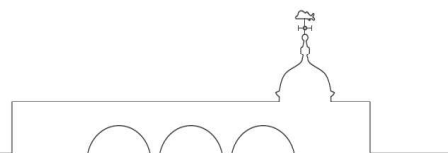
3.20 Graph to show how frequently respondents travel to the train station



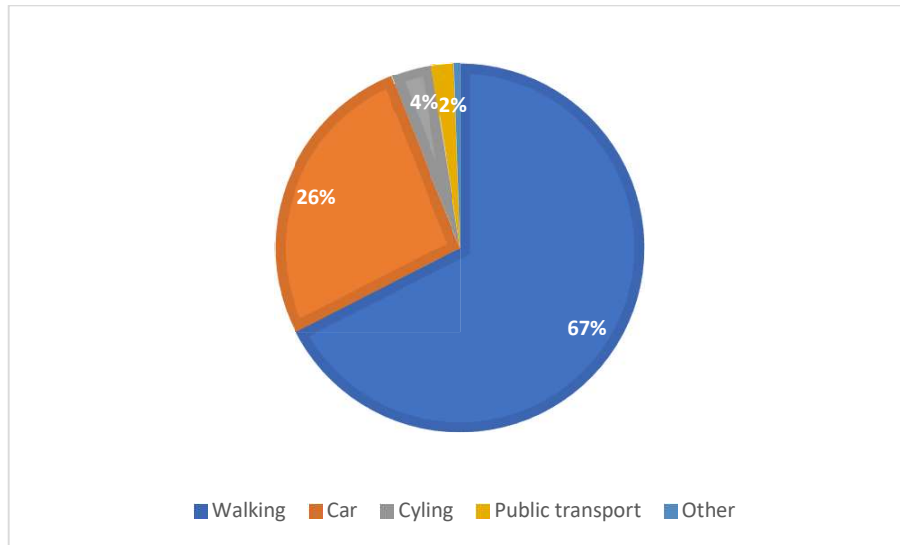
**Health Centre**

The preferred transport mode when travelling to the health centre is walking (67%), followed by car (27%), with a small minority of respondents preferring to use cycling (4%) or public transport (2%).

When making this trip, respondents were equally split in terms of whether they had to cross the town bridge (51%) or not cross the town bridge (49%) when travelling to the health centre in Bradford on Avon.

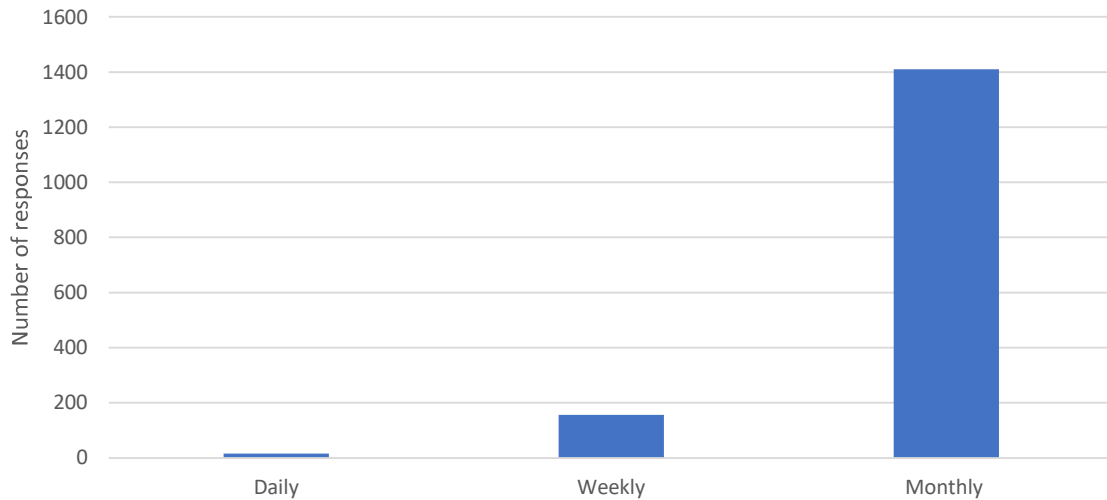


3.21 Graph to show preferred mode of transport when travelling to the health centre



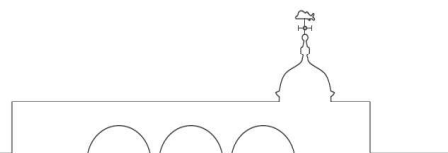
When assessing the frequency of travel of respondents to the health centre, the majority of residents make this journey on a monthly basis, with a very small number requiring this service on a weekly or daily basis.

3.22 Graph to show how frequently respondents travel to the health centre

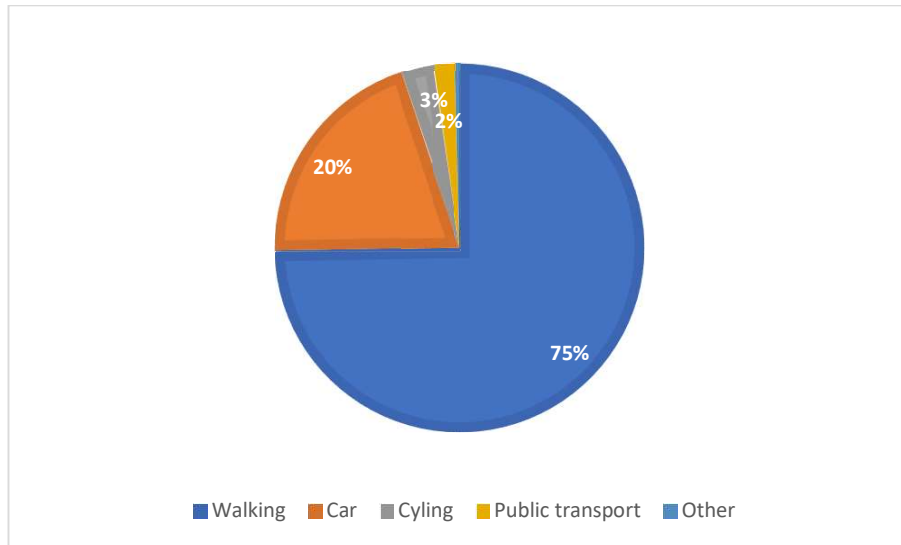


**Town Centre**

The preferred transport mode when travelling to the town centre is walking (75%), followed by car (20%), with a small minority of respondents preferring to use cycling (3%) or public transport (2%). When making this trip, 69% of respondents **do** cross the town bridge whilst 31% **do not** cross the town bridge on their journey to the town centre.

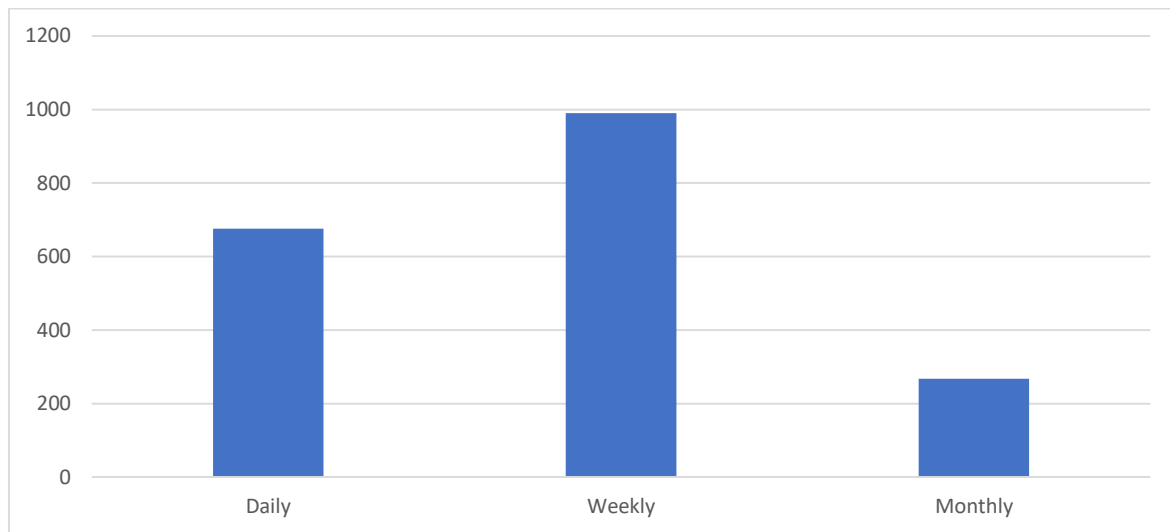


3.23 Graph to show preferred mode of transport when travelling to the town centre



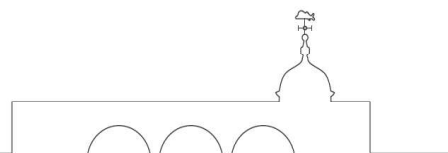
When assessing respondents’ frequency of travel to the town centre, half of residents make the journey weekly, a smaller percentage travel daily (35%) and daily (14%).

3.24 Graph to show how frequently respondents travel to the town centre

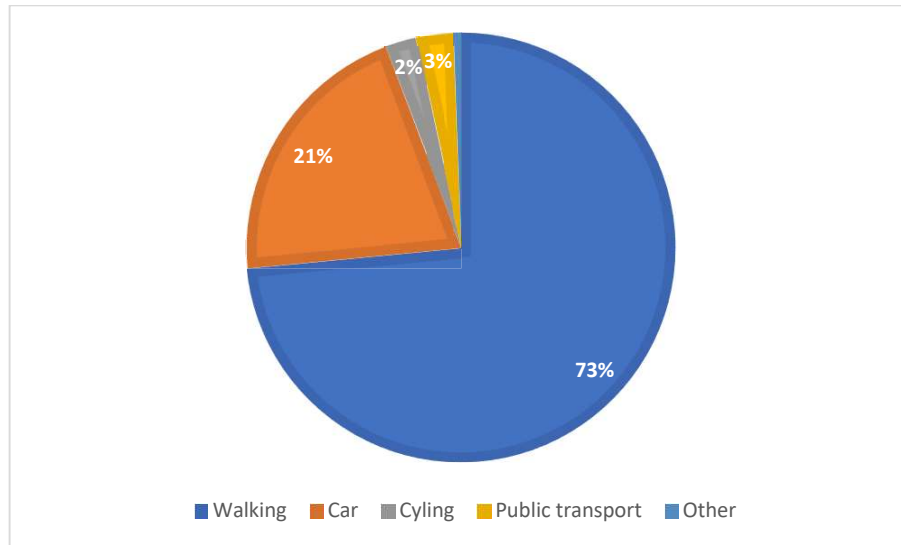


**Leisure facilities**

The preferred transport mode when travelling to leisure facilities including pubs, restaurants and the sports centre is walking (74%), followed by car (21%), with a small minority of respondents preferring to use public transport (3%) or cycling (2%). When making this trip, the majority of respondents have to cross the town bridge (73%) whilst about a quarter of all respondents do not have to cross the town bridge (27%) when travelling to leisure facilities in Bradford on Avon.

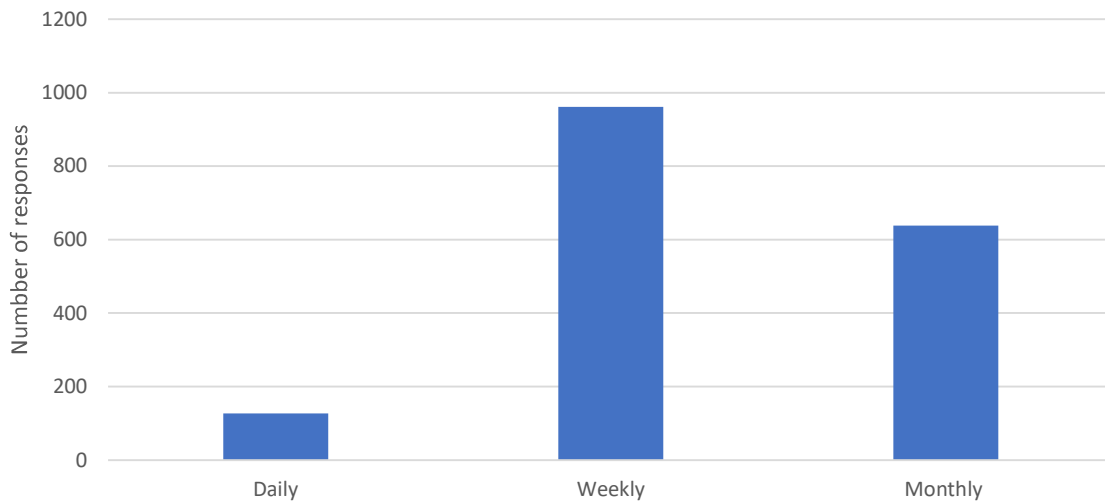


3.25 Graph to show preferred mode of transport when travelling to leisure facilities



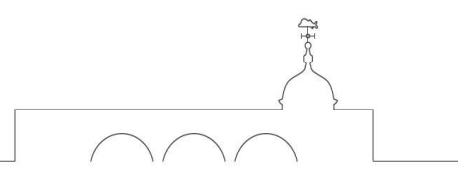
When assessing respondents’ frequency of travel to leisure facilities such as pubs, restaurants and the sports centre, the majority of residents travel on a weekly basis, followed by monthly and a minority travel on a daily basis.

3.26 Graph to show how frequently respondents travel to leisure facilities

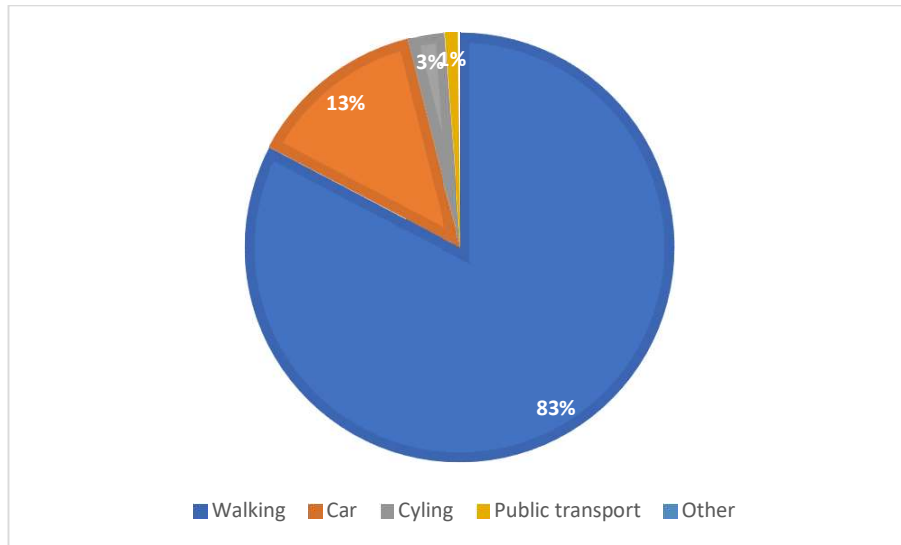


**Green spaces**

The preferred transport mode when travelling to green spaces such as parks in Bradford on Avon is walking (83%), followed by car (13%), with a small minority of respondents cycling (3%) and 1% of all respondents using public transport. When accessing green spaces, respondents were equally split in terms of whether they had to cross the town bridge (49%) or not cross the town bridge (51%).

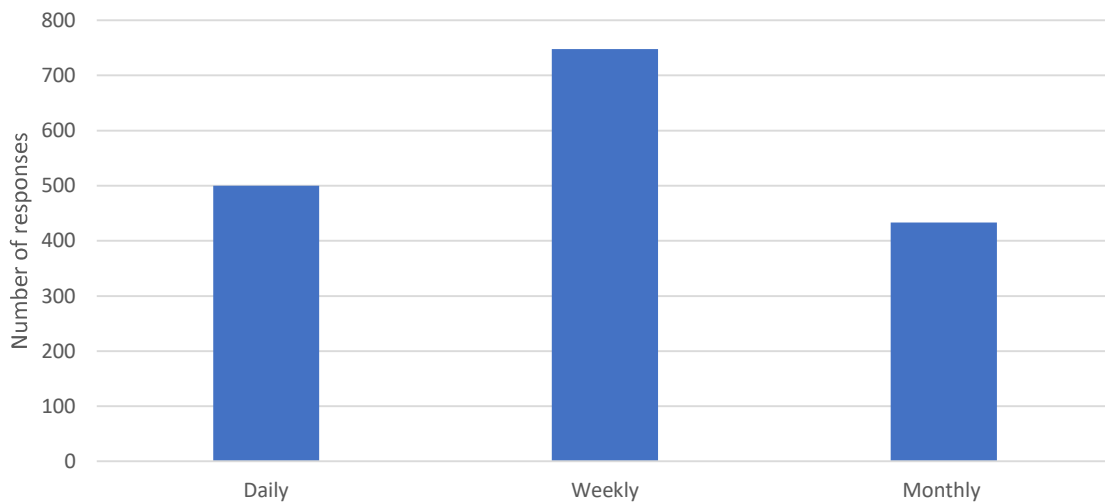


3.27 Graph to show preferred mode of transport when travelling to green spaces



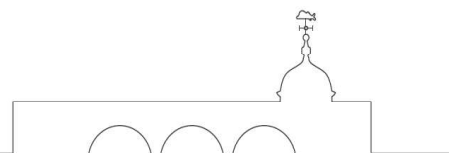
When assessing respondents’ frequency of travel to green spaces such as parks, most respondents identified that they go on a weekly basis, with daily being the second most frequent option followed by monthly.

3.28 Graph to show how frequently respondents travel to green spaces such as parks



**Education**

The preferred transport mode when travelling to *St Laurence School* is walking (57%), followed by car (35%) with a small minority of respondents preferring to use other types of transport (3%), cycling (3%) or public transport (2%). When making the daily journey to *St Laurence School*, the majority of respondents do not have to cross the town bridge (70%) whilst 30% of relevant respondents must cross the town bridge.

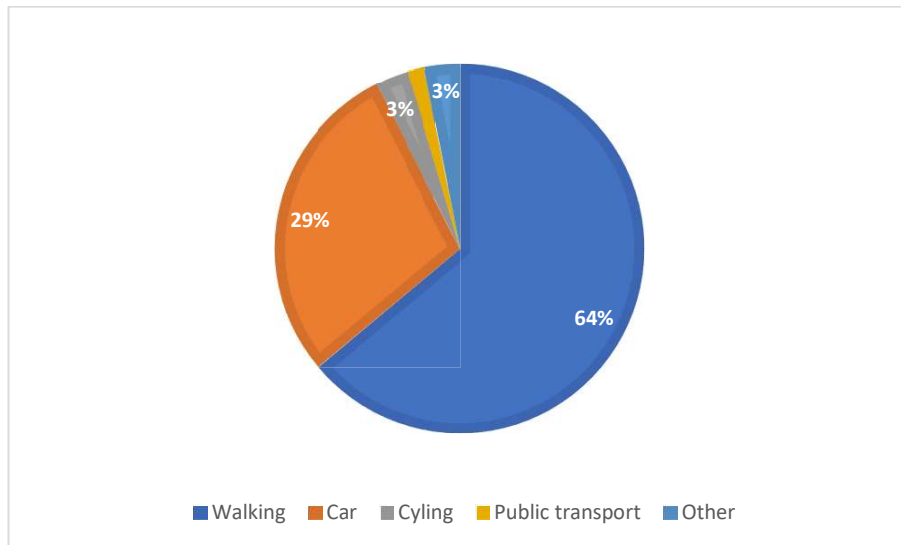


The preferred transport mode when travelling to *Christ Church Primary School* is walking (72%), followed by car (22%) with very limited number of respondents preferring to cycle (3%) or use other transport types (3%). When making the daily journey to Christ Church Primary School, the majority of respondents do not have to cross the town bridge (81%) whilst only 19% of relevant respondents must cross the town bridge.

The preferred transport mode when travelling to *Fitzmaurice Primary School* is walking (68%), followed by car (24%) with a very limited number of respondents preferring to use other transport types (4%), cycle (3%) or use public transport (1%). When making the daily journey to Fitzmaurice Primary School, over half of relevant respondents do not have to cross the town bridge (62%) whilst 38% identified that they do have to cross the town bridge.

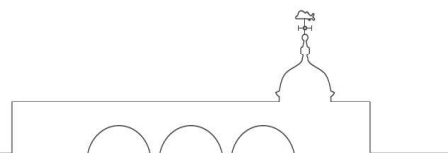
When assessing these three educational destinations together, results show that across all three schools, walking was the most popular mode of transport at 64% of all respondents, followed by car at 29%, then a minority of respondents opting to cycle (3%), use other types of transport (3%) or use public transport (1%).

3.29 Graph to show preferred mode of transport to educational destinations in Bradford on Avon

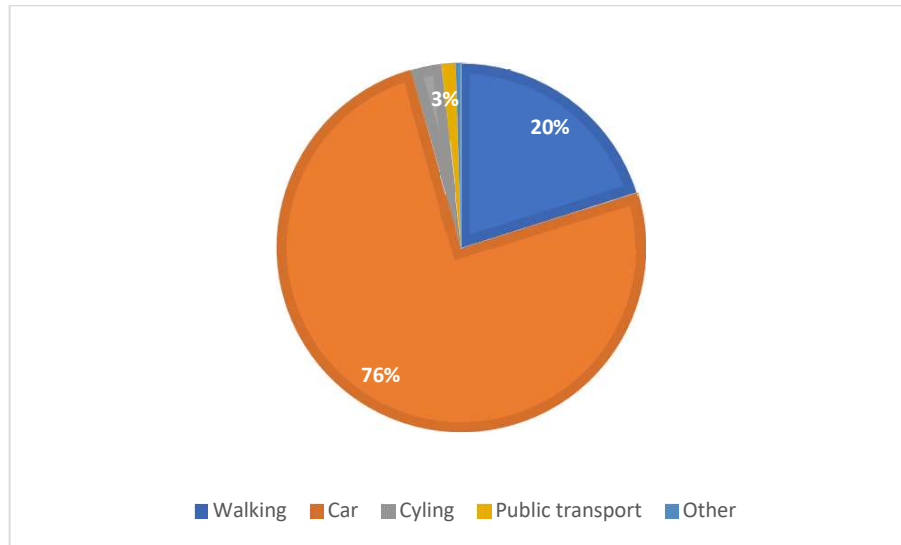


**Supermarket**

The preferred transport mode when travelling to supermarkets such as Sainsbury’s is by car (76%), followed by walking (20%) with a small minority of respondents preferring to cycle (3%) and very few opting to use public transport (1%). When making this trip, the respondents showed a slight tendency to travel over the town bridge (59%) in comparison to not crossing the town bridge (41%) when using a local supermarket in Bradford on Avon.

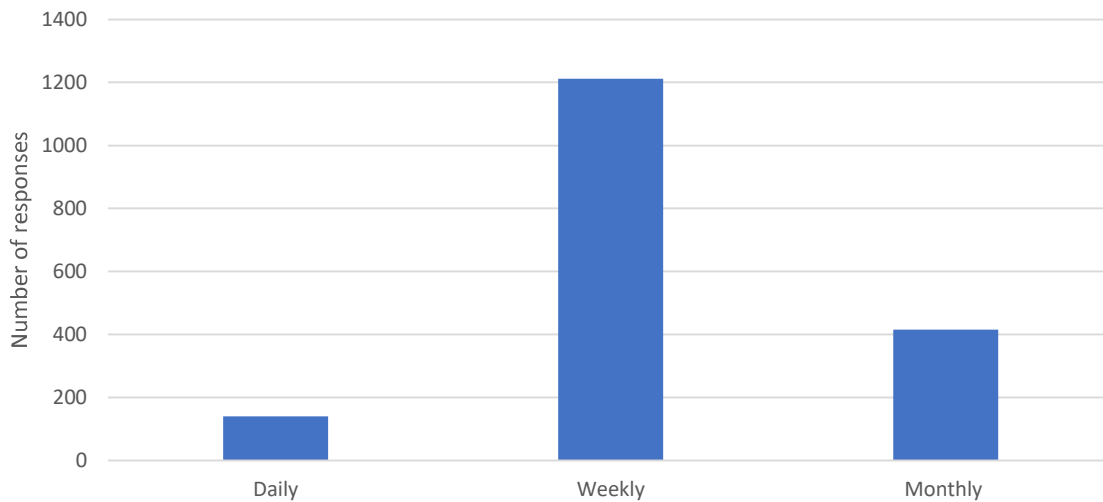


3.30 Graph to show preferred mode of transport when travelling to the supermarket



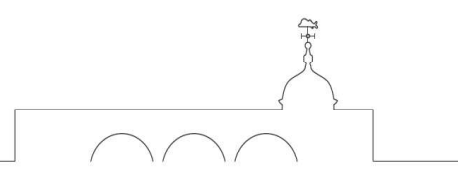
When assessing respondents' frequency of travel to supermarkets such as Sainsbury's, the clear majority of respondents travel on a weekly basis, followed by monthly and a minority on a daily basis.

3.31 Graph to show how frequently respondents travel to the supermarket



Outside of the key destinations listed above in this section, other frequent locations included after school clubs, nursery groups, churches, library, Wiltshire Music Centre, additional sports/hobby facilities such as golf, rugby and swimming, and the Thursday market.

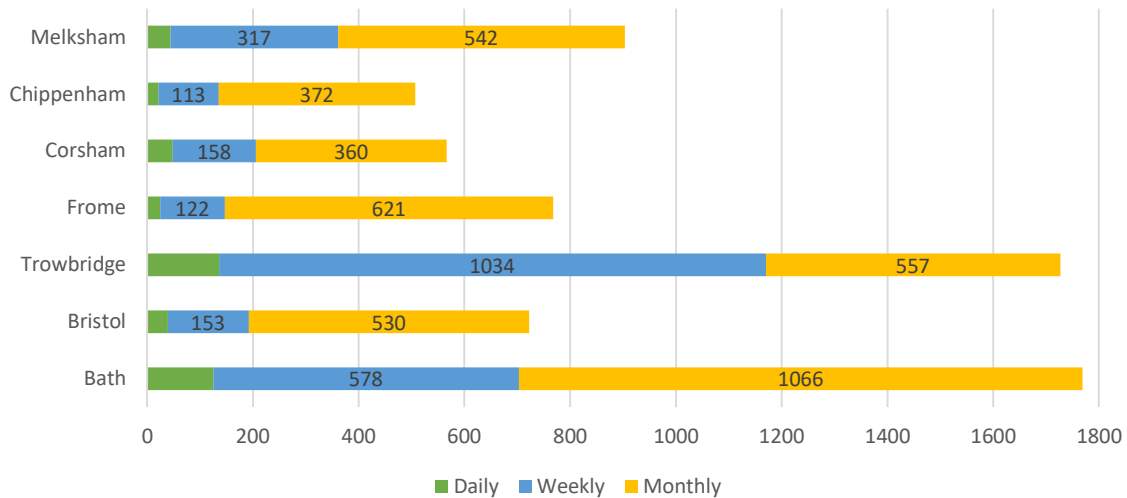
In addition to local destinations in the town of Bradford on Avon, question 17 asked respondents to share how often they travelled to nearby towns and cities. Results showed that:



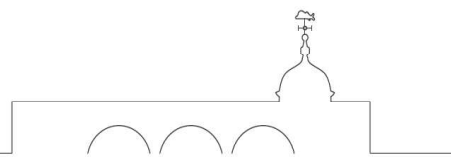
- Bath is the most popular destination to visit on a monthly basis, followed by Frome and Trowbridge
- Trowbridge is the most popular destination to visit weekly, followed by Bath and Corsham
- Trowbridge is the most popular destination to visit on a daily basis, followed by Bath and Corsham.

There were no other statistically significant nearby towns and cities identified in the further comments. However, the most popular destinations mentioned in the ‘other’ section were: London (24 respondents), Devizes (21 respondents), Holt (20 respondents), Warminster (14 respondents), Westbury (11 respondents) and Salisbury (11 respondents).

3.32 Graph to show how often respondents visit nearby towns and cities

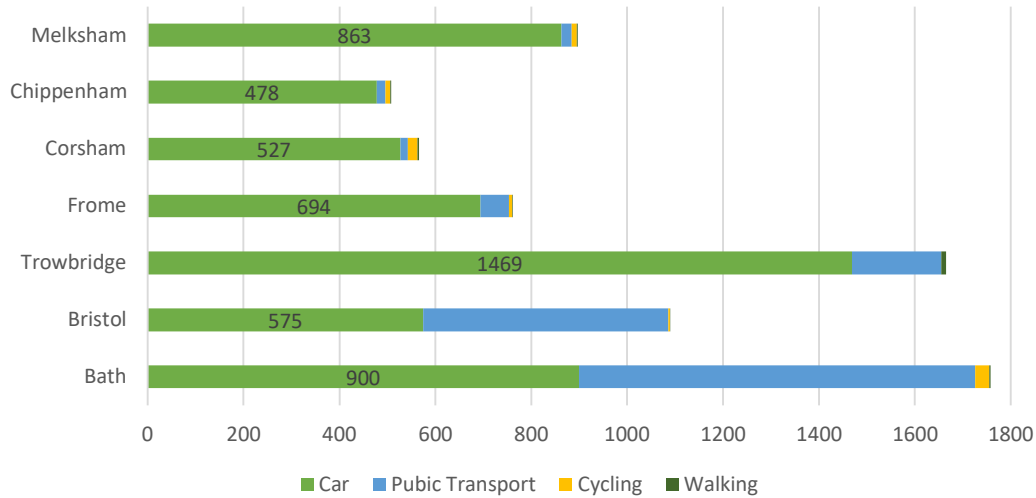


When asked to disclose how respondents travel to nearby towns and cities across all destinations, travel by car was the overwhelmingly preferred mode of transport to, from and through Bradford on Avon. Public transport was frequently used only to travel to Bath or Bristol, whilst cycling and walking were consistently low-ranking across all destinations.





3.33 Graph to show the preferred mode of transport when travelling to nearby towns and cities



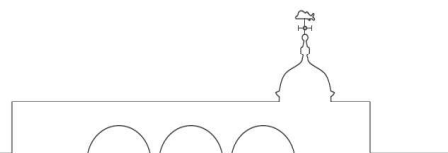
3.1.6. Further comments

We received 1,318 unique further comments. This section will summarise any recurring themes that have been recognised within this sample of respondents.

**Social distancing (one-way) traffic system**

- 48% of respondents made comments supportive of the social distancing (one-way) traffic system in the town centre and considered that it brought benefits to Bradford on Avon.
- An additional 12% of respondents recognised the value of the social distancing (one-way) traffic system **only if** certain adjustments were made including traffic calming measures.
- 28% of respondents commented that the social distancing (one-way) system resulted in better traffic flow.
- 19% of respondents believed the social distancing (one-way) traffic system is safer/more pleasant to walk and cycle.
- 16% of respondents believed the social distancing (one-way) traffic system produces better air quality.
- 15% of respondents highlighted that the social distancing (one-way) system resulted in less traffic congestion.
- Just under 10% of respondents highlighted that they did not support the social distancing (one-way) traffic system. The factors highlighted in opposition to the social distancing (one-way) traffic system are the following: more traffic volume; faster traffic speed; decreased safety; increased air and noise pollution.

**Pedestrians and cyclists**



- Pedestrian and cyclist safety and accessibility was listed as a priority by 48% of the respondents who provided additional comments.
- 13% identified improvements to facilities such as wider pavements, wider walkways and cycle lanes.
- 8% mentioned having more safety pedestrian crossings.
- 9% highlighted the importance of a safer town bridge for those who are travelling on foot or by bike.
- A minority of 2% restated their desire for improved and more frequent cycle paths and routes.

#### Generic traffic

- 28% of respondents highlighted that traffic flow was an ongoing issue
- 20% of respondents reaffirmed their concern regarding traffic volume and through traffic
- 19% of respondents recognised traffic speed as an issue in Bradford on Avon
- 18% of respondents pinpointed congestion as an issue in Bradford on Avon
- A minority of 4% identified the need for better or improved parking

#### Traffic management solutions

- 18% of respondents suggested traffic calming measures including road bumps, reduced speed limits and speed cameras
- 15% identified a pedestrian bridge as a solution
- 10% identified a bypass as a potential traffic management solution
- 6% identified traffic reduction measures including tolls, congestion charge and a Clean Air Zone as potential solutions
- 6% of respondents also identified diverting heavy vehicles as a solution
- Less than 1% of the sample identified electric car or bike sharing systems and parking permits as a solution

#### Environment

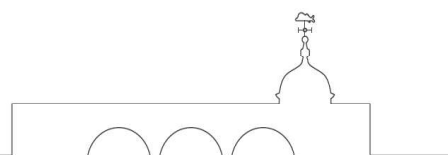
- 29% of the sample further highlighted their concerns regarding the air quality in Bradford on Avon, as well as wider environmental and climate change messaging
- 10% disclosed that noise pollution was a concern

#### Public Transport

- 6% of respondents reaffirmed their interest in improved public transport accessibility and availability.

### 3.2. Key findings: Interactive map

This section provides an overview of the key findings that have emerged from the analysis of the interactive map responses.



The interactive map was developed as a tool for people to provide comments on issues affecting specific roads/routes and what improvements are needed. Consultees could register their views on the consultation hub and at consultation events.

Respondents were given the option to provide their views on 8 roads/routes:

- **Bath Road and Sladesbrook**
- **Frome Road**
- **Moulton Drive**
- **Mount Pleasant, New Road and Springfield**
- **Silver Street, Woolley Street and Holt Road**
- **Town bridge, Market Street and Masons Lane**
- **Trowbridge Road and Junction Road**
- **Winsley Road**

In addition to the problems and areas of improvements provided in the questions, respondents were also given the opportunity to address any further comments.

### 3.2.1. Bath Road and Sladesbrook

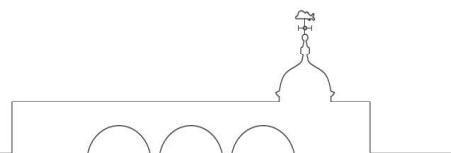
The Bath Road and Sladesbrook section of the interactive map received 59 unique responses.

*Question 1 - In your opinion, what are the main problems on this particular road/route?*

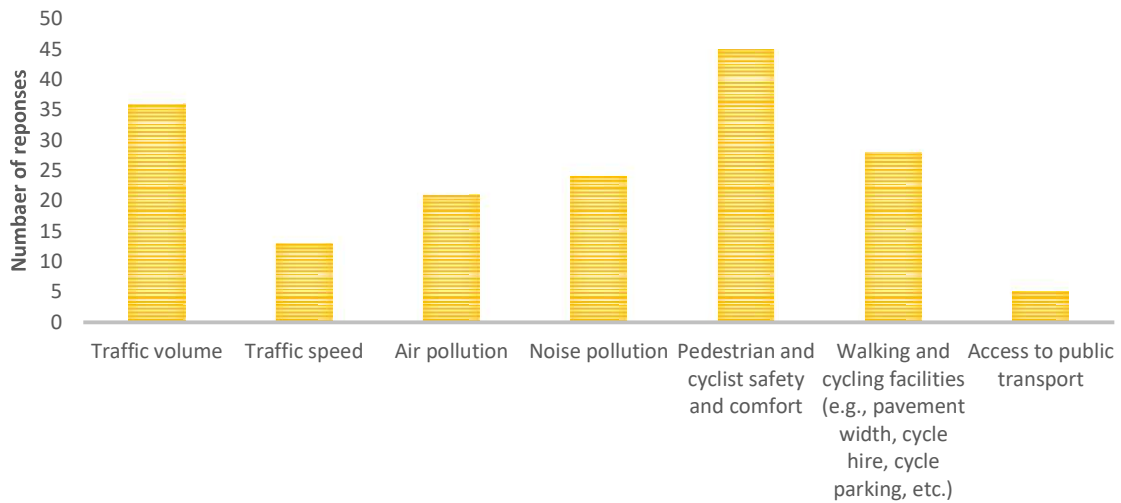
Respondents identified pedestrian and cyclist safety and comfort (76%) and traffic volume (61%) as the main issues on Bath Road and Sladesbrook. On the contrary, only 8% of respondents reported access to public transport being a problem.

Walking and cycling facilities and noise pollution are also a source of concern in this area, with almost half of the respondents not being satisfied with their current provision. In comparison, air pollution (36%) and traffic speed (22%) were ranked as a main problem by a lower number of people.

13 respondents reported other issues in the area. The following factors are the ones that have been identified by the highest number of people: children's safety (4); pedestrian crossing (3); the social distancing (one-way) system (3).



3.34 Graph to show issues reported on Bath Road and Sladesbrook



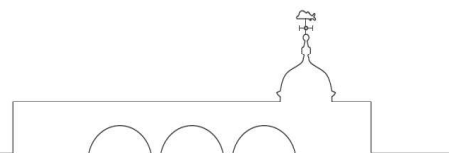
Question 2 - What improvements would you like to see on this particular road/route?

Despite the fact that only 22% of respondents reported traffic speed as an issue (see graph 3.10), reduced speed limits were the most requested improvement for this section of the map (64%). Reduced traffic noise (42%) and improved air quality (34%) followed more closely the corresponding issues highlighted in the previous section.

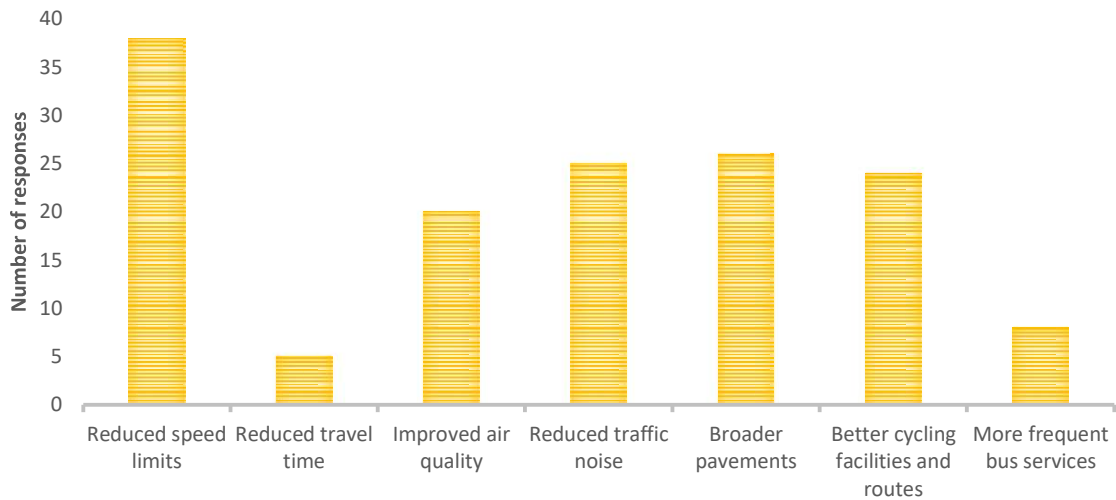
A good proportion of respondents also want to see broader pavements (44%) and better cycling facilities and routes (41%) in this area. Travel time and bus frequency were not identified as being in need of improvements.

26 respondents reported other areas for improvement.

The following factors are the ones that have been identified by the highest number of people: pedestrian and cyclist safety (9); better pedestrian crossing (8); return to the social distancing (one-way) system (6); reduced traffic volume (5).



3.35 Graph to show the improvements respondents would like to see on Bath Road and Sladesbrook



3.2.2. Frome Road

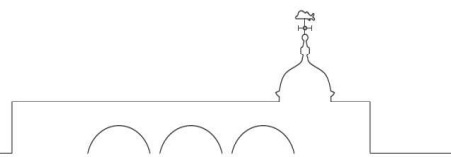
The Frome Road section of the interactive map received 68 unique responses.

*Question 1 - In your opinion, what are the main problems on this particular road/route?*

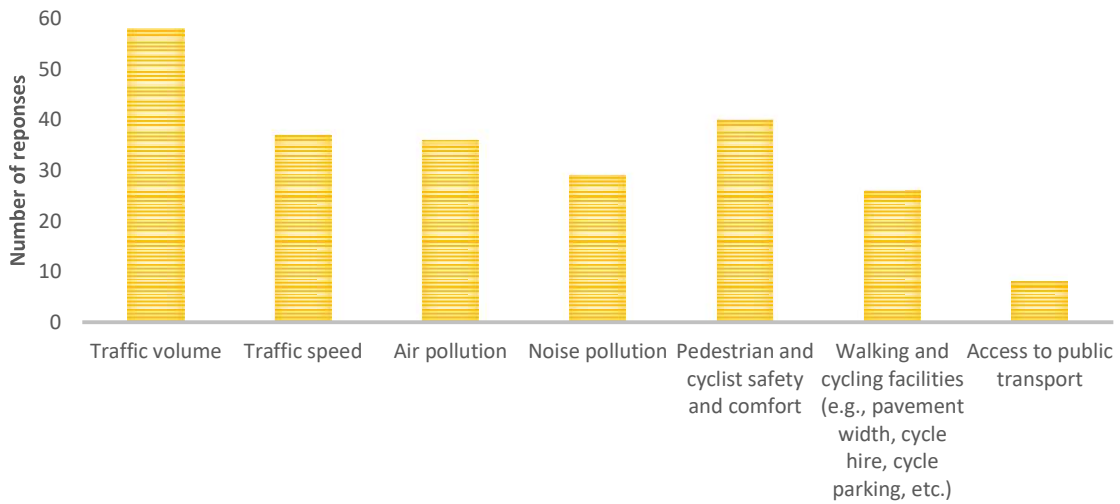
Traffic volume is a significant issue on Frome Road, with 85% of respondents flagging it in this survey. Other major areas of concern are pedestrian and cyclist safety and comfort, traffic speed and air pollution, all these factors have been reported by over half of the sample.

If any changes to the traffic system will be considered in this area, it is also important to note that noise pollution and walking and cycling facilities affect over a third of the sample. On the contrary, only 12% of respondents experience major difficulties in accessing public transport on this road.

10 respondents also reported other issues. The ones that have been identified by the highest number of people are the following: parked vehicles (5); congestion (3); speed bumps (2).



3.36 Graph to show issues reported on Frome Road



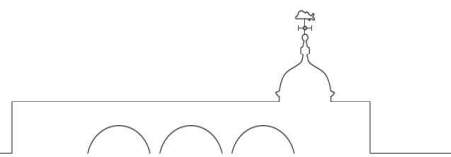
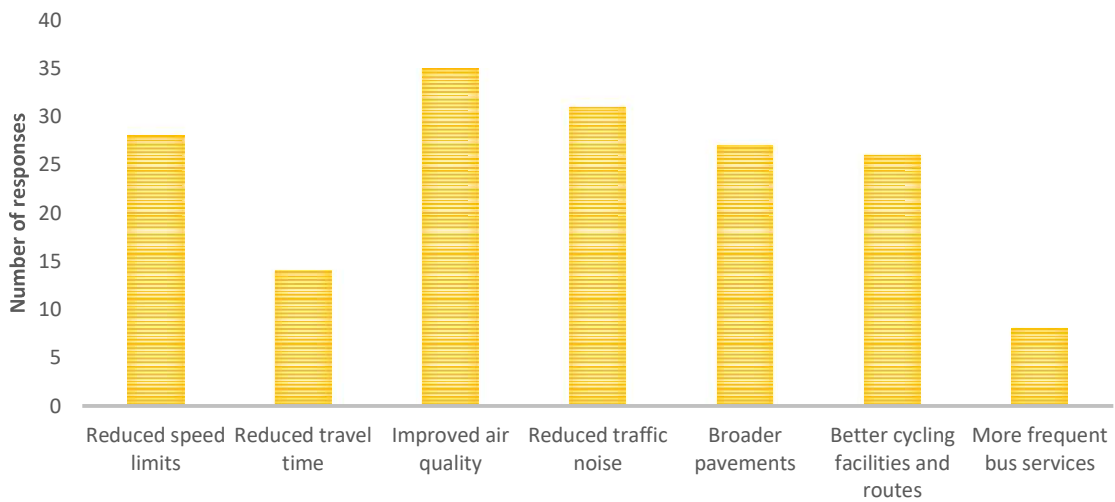
Question 2 - What improvements would you like to see on this particular road/route?

Air quality is the main area where respondents (51%) would like to see improvements. This factor is followed by reduced traffic noise (46%), reduced speed limits (41%) and broader pavements (40%).

Only a minority of the sample highlighted travel time (21%) and bus frequency (12%) as in need of improvement.

24 respondents reported other areas for improvement. The areas that have been identified by the highest number of people are the following: reduced traffic volume (5); clearer signage and/or road markings (4); return to the social distancing (one-way) system (3); removal of speed bumps (3); better pedestrian crossings (3).

3.37 Graph to show the improvements respondents would like to see on Frome Road



### 3.2.3. Moulton Drive

The Moulton Drive section of the interactive map received 21 unique responses.

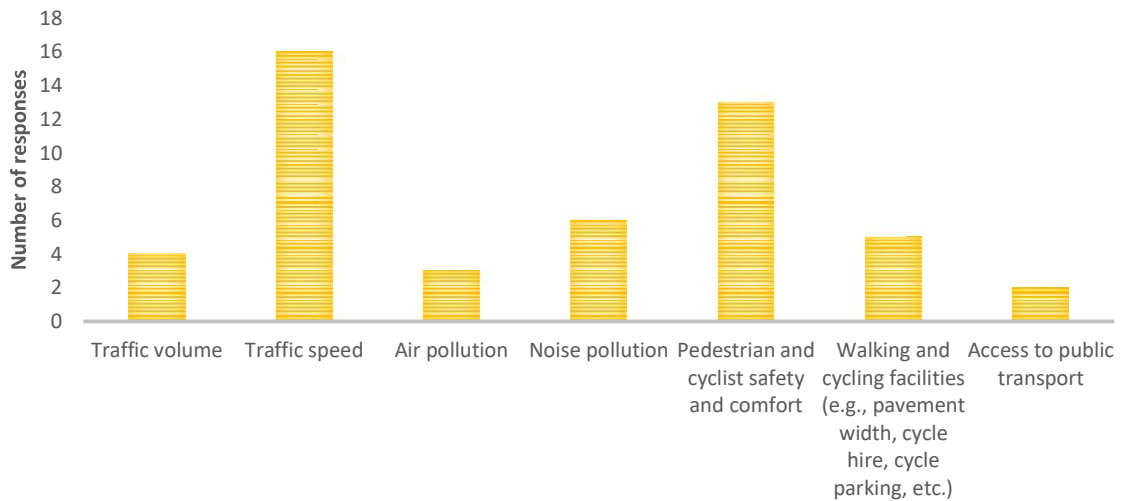
*Question 1 - In your opinion, what are the main problems on this particular road/route?*

When looking at the main problems affecting Moulton Drive, traffic speed and pedestrian and cyclist safety and comfort stand out. The former was reported by 76% of respondents, the latter by 62%.

Noise pollution, traffic volume, air quality and access to public transport were all reported by less than one-third of the sample.

Furthermore, parked vehicles were identified as a problem by 7 out of 8 respondents that provided further comments.

3.38 Graph to show issues reported on Moulton Drive

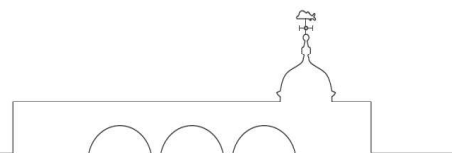


*Question 2 - What improvements would you like to see on this particular road/route?*

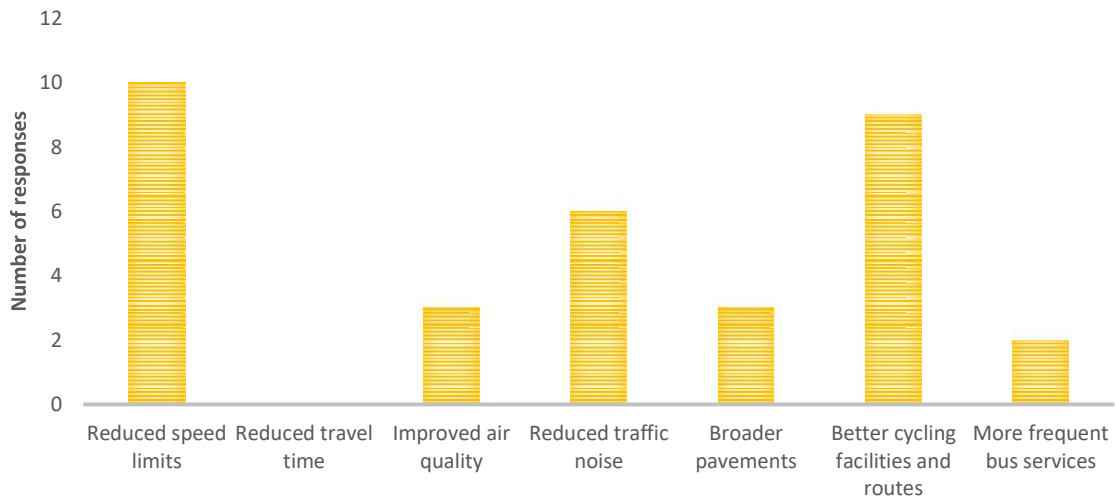
As a reflection of the main issues identified above, respondents would like to see reduced speed limits (48%) on Moulton Drive. This factor was followed by better cycling facilities and routes (43%) and reduced traffic noise (29%).

Improved air quality, broader pavements and more frequent bus services were all reported by less than a quarter of the sample.

It is also important to note that no respondents consider improvements to travel time as necessary on this road.



3.39 Graph to show the improvements respondents would like to see on Moulton Drive



3.2.4. Mount Pleasant, New Road and Springfield

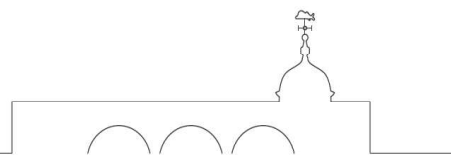
The Mount Pleasant, New Road and Springfield section of the interactive map received 100 unique responses.

*Question 1 - In your opinion, what are the main problems on this particular road/route?*

As displayed in the graph below, 80% of respondents have reported traffic speed being an issue in this area, demonstrating the need for reduced speed limits and/or traffic calming measures.

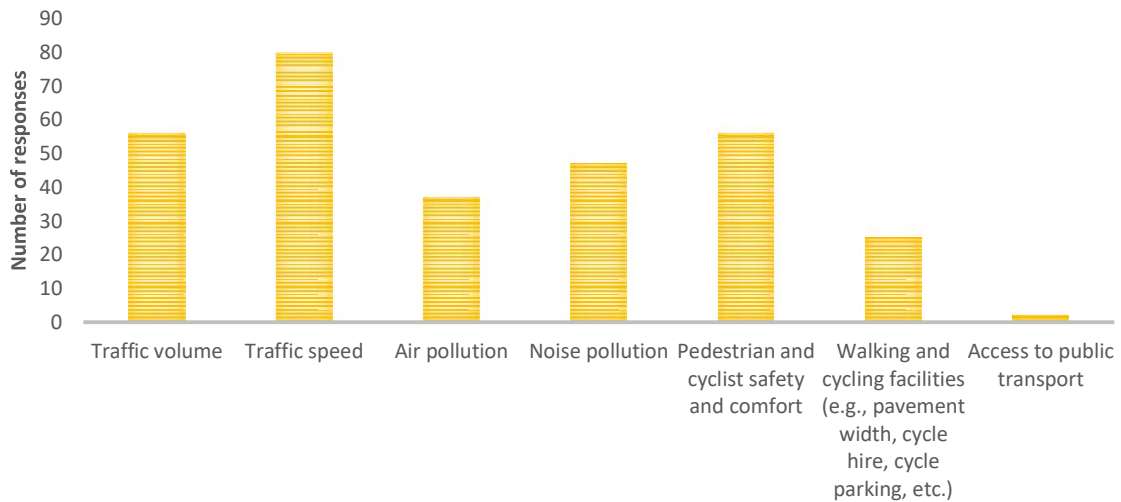
Over half of the respondents are also concerned by the levels of traffic volume (56%) and by the lack of pedestrian and cyclist safety and comfort (56%). Traffic noise also needs to be addressed as it affects 47% of the sample. On the other hand, access to public transport does not appear to be a major issue.

32 respondents reported other issues. The issues that have been identified by the highest number of people are the following: social distancing (one-way) system (12); parked vehicles (8); poor provision of pedestrian crossings (7).





3.40 Graph to show issues reported on Mount Pleasant, New Road and Springfield

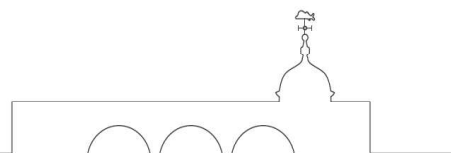


Question 2 - What improvements would you like to see on this particular road/route?

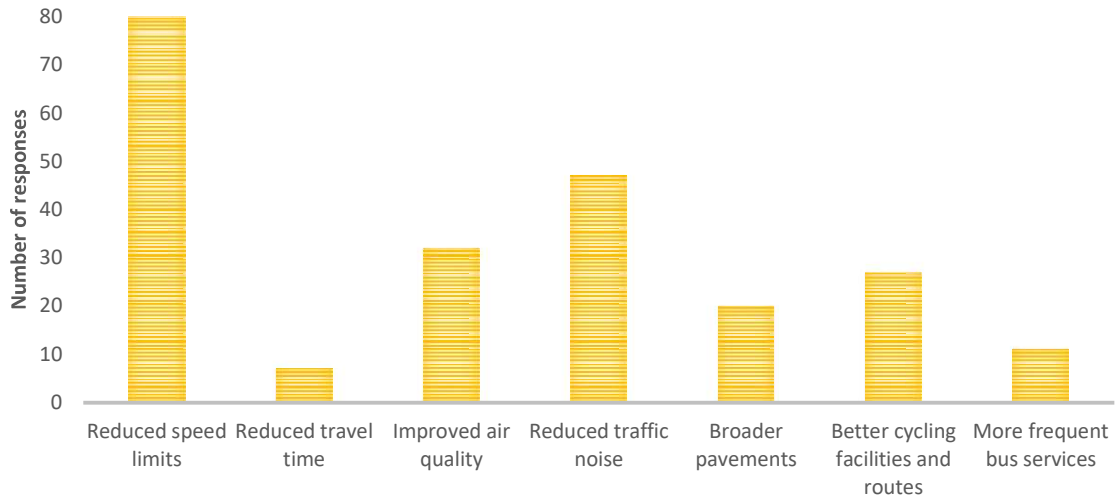
As a reflection of speeding vehicles being a substantial issue in this area, the vast majority of respondents (80%) would like to see reduced traffic speed limits introduced. The following priority identified regarding improvements on these roads is to reduce traffic noise (47%), which also mirrors the findings in the previous section.

All the other factors were reported by less than one-third of the sample. It is important to note that again respondents are satisfied with the current travel times.

52 respondents reported other areas of improvement. The areas that have been identified by the highest number of people are the following: improved pedestrian crossings (21); traffic calming measures (13); reduced on-road parking (13). Support and opposition to the social distancing (one-way) system reported the exact same number of comments (7).



3.41 Graph to show the improvements respondents would like to see on Mount Pleasant, New Road and Springfield



**3.2.5. Silver Street, Woolley Street and Holt Road**

The Silver Street, Woolley Street and Holt Road section of the interactive map received 94 unique responses.

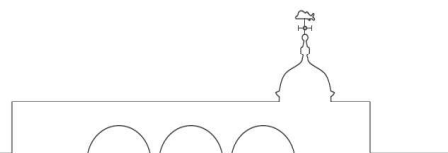
*Question 1 - In your opinion, what are the main problems on this particular road/route?*

When analysing the responses for the Silver Street, Woolley Street and Holt Road section of the interactive map, no issue was found to clearly stand out from the rest, with multiple factors highlighted by the majority of the respondents.

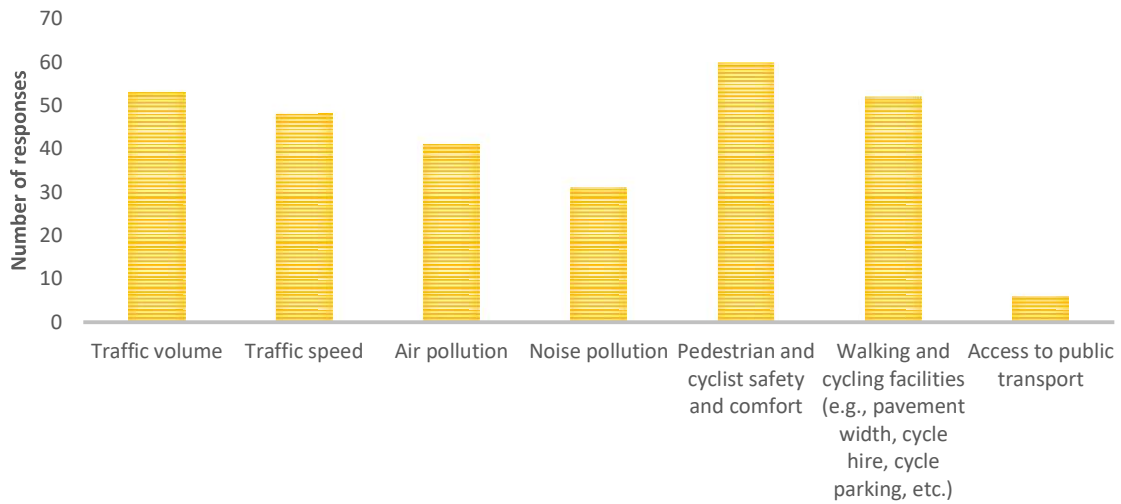
Pedestrian and cyclist safety and comfort was the highest reported problem in this area, being reported by 64% of the sample. This factor was closely followed by traffic volume, walking and cycling facilities and traffic speed, which were all identified as problems by over half of the respondents.

Air pollution is also a factor that needs to be addressed since it has been flagged as an issue in 44% of the responses. Once again, most respondents did not record access to public transport as a major problem.

7 out of 19 respondents who reported further comments would like to see a return to the social distancing (one-way) system, whilst 4 participants are opposed to it. In addition, 5 people reported the road being too narrow.



3.42 Graph to show issues reported on Silver Street, Woolley Street and Holt Road



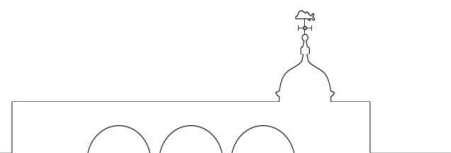
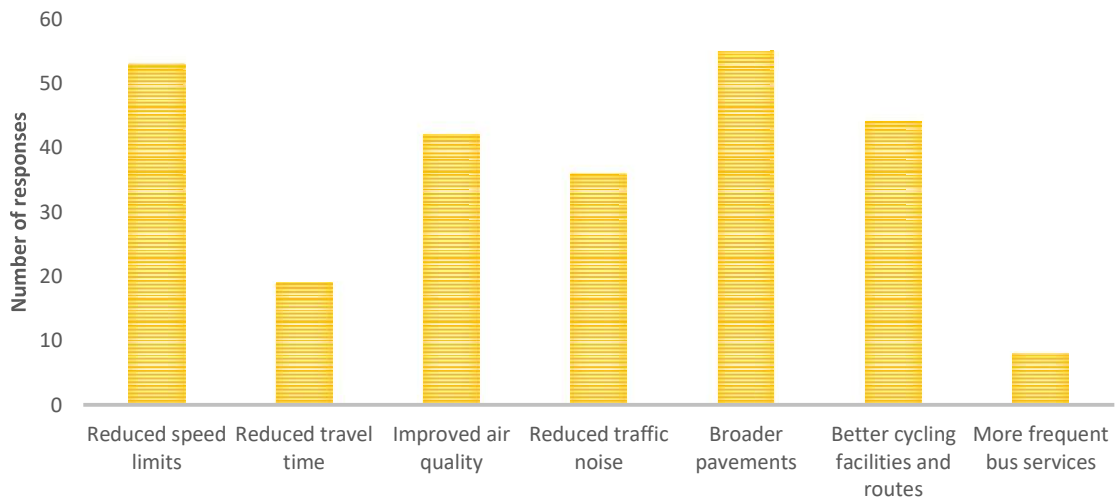
*Question 2 - What improvements would you like to see on this particular road/route?*

Over half of the respondents would like to see broader pavements and reduced speed limits in this area. Better cycling facilities and routes and improvements to the air quality followed closely, as respectively 47% and 45% of the respondents requested them.

Over one-third of the sample consider the reduction of traffic noise necessary, whilst more frequent bus services and reduced travel time are again the least requested improvements.

Finally, 15 out of 36 individuals who expressed further comments support the social distancing (one-way) system in this area.

3.43 Graph to show the improvements respondents would like to see on Silver Street, Woolley Street and Holt Road



### 3.2.6. Town bridge, Market Street and Masons Lane

The Town bridge, Market Street and Masons Lane section of the interactive map received 182 unique responses.

*Question 1 - In your opinion, what are the main problems on this particular road/route?*

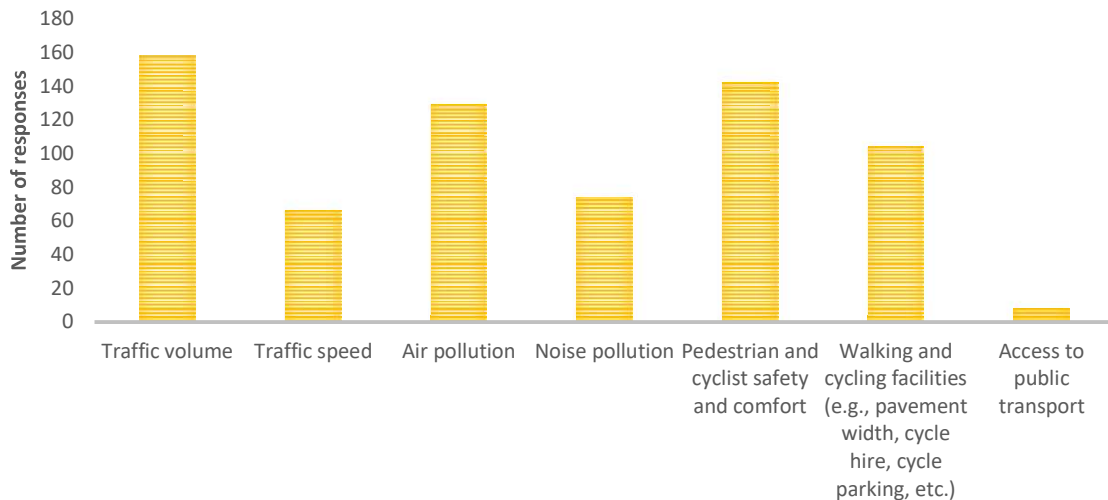
When asked to identify what the main issues are in this area, respondents highlighted that traffic volume (87%) and pedestrian and cyclist safety (78%) need to be addressed. Air pollution is another cause of concern, being reported by almost three quarter of the sample.

Over half of respondents are also not being satisfied with the provision of walking and cycling facilities. Considerations should also be made regarding traffic noise and speed, with these factors recorded by 41% and 36% of respondents.

Similar to other sections of the interactive map, access to public transport does not appear to be a major issue.

14 out of 38 participants who provided additional comments via the ‘other’ box saw the benefits of the social distancing (one-way) system in this area. Respondents also identified traffic flow (6), pedestrian crossing (4) and unsafe town bridge as other issues (4).

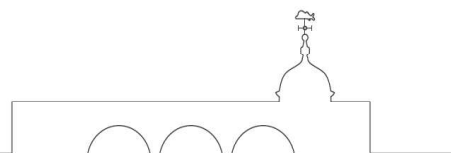
3.44 Graph to show issues reported on Town bridge, Market Street and Masons Lane



*Question 2 - What improvements would you like to see on this particular road/route?*

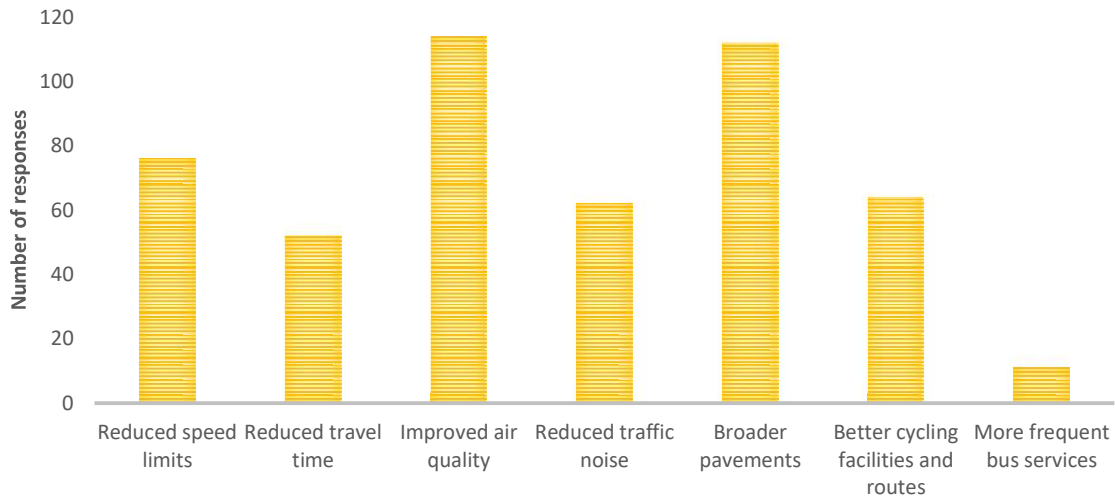
Respondents commenting on this section of the map reported air quality (63%) and pavement width (62%) as the main areas that require improvement.

A review of the speed limits should also be considered since 41% of respondents believe they should be reduced. This might also help address the request by 34% of the sample to reduce traffic noise. The frequency of bus services appears to be a minor issue.



Once again we see strong support in this area for the social distancing (one-way) system, with 43 out of 86 respondents highlighting this in the additional comments. Other areas of improvements that have been identified by the highest number of people are the following: introduction of a pedestrian footbridge (13) and reduction of traffic volume (11).

3.45 Graph to show the improvements respondents would like to see on Town bridge, Market Street and Masons Lane



### 3.2.7. Trowbridge Road and Junction Road

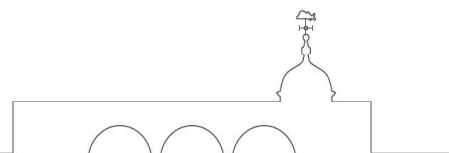
The Trowbridge Road and Junction Road section of the interactive map received 69 unique responses.

*Question 1 - In your opinion, what are the main problems on this particular road/route?*

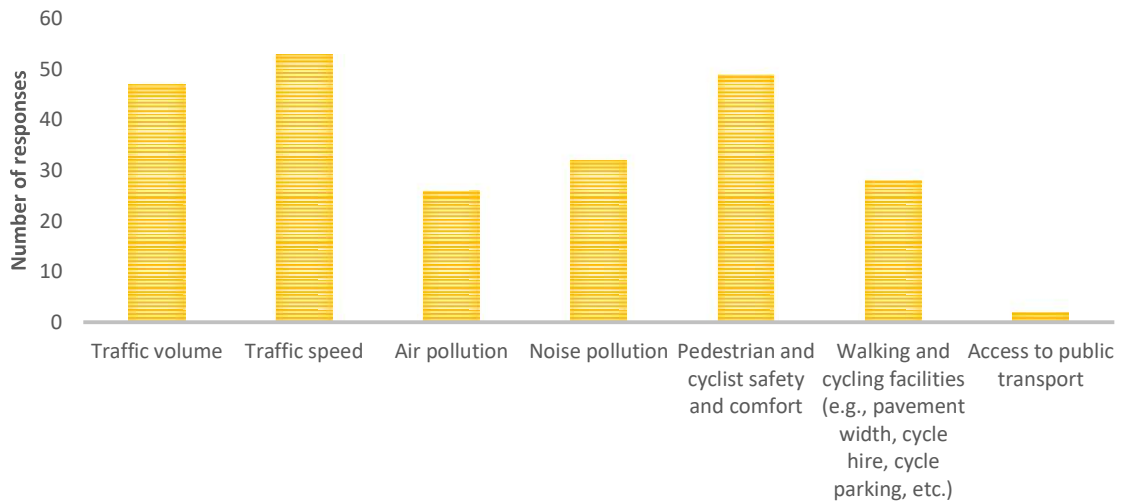
Traffic speed is clearly an issue on Trowbridge Road and Junction Road, having been reported by 77% of respondents. Pedestrian and cyclist safety and comfort followed closely with 71% of the sample highlighting them as a problem. Actions should also be taken to address respondents’ concerns about the volume of traffic on these roads, given that this factor affects 68% of the sample.

Noise pollution, walking and cycling facilities and air pollution were all reported as problems by less than half of the respondents. Once more, access to public transport does not constitute a major issue.

Finally, the majority of respondents who provided additional comments highlighted the road being too narrow.



3.46 Graph to show issues reported on Trowbridge Road and Junction Road

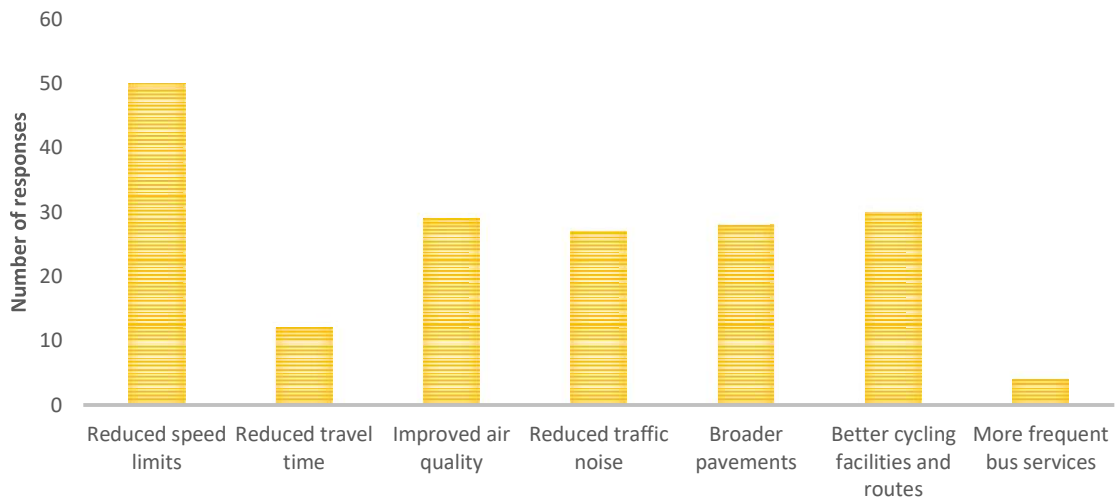


*Question 2 - What improvements would you like to see on this particular road/route?*

As a result of speeding vehicles being a major issue for respondents, reduced speed limits were reported as the main area of improvement needed on Trowbridge Road and Junction Road.

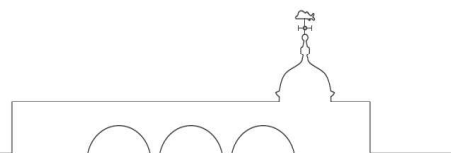
Improvements to cycling facilities and routes, pavement width, air quality and traffic noise were all reported by circa 40% of the sample. Whereas only a minority of respondents would like to see reduced travel times and more frequent bus services.

3.47 Graph to show the improvements respondents would like to see on Trowbridge Road and Junction Road



**3.2.8. Winsley Road**

The Winsley Road section of the interactive map received 49 unique responses.



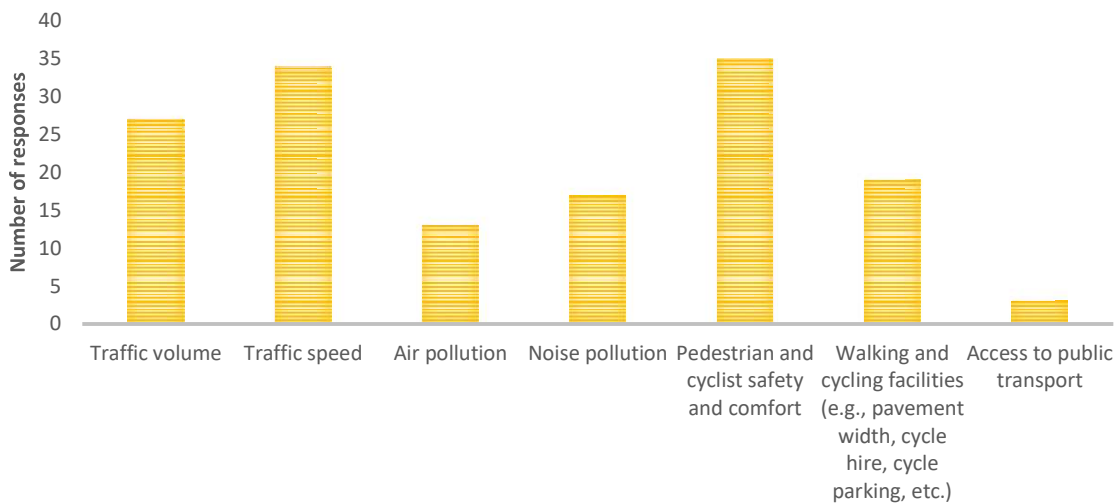
*Question 1 - In your opinion, what are the main problems on this particular road/route?*

Once again traffic speed (71%) and pedestrian cyclist safety and comfort (69%) were identified as major concerns by respondents. These factors were followed by traffic volume, which was reported by just over half of the sample.

A smaller proportion of respondents highlighted walking and cycling facilities (39%), noise pollution (35%) and air pollution (27%) as problems on Winsley Road. Once again, only a small minority considers access to public transport to be a major issue.

15 respondents reported other issues. The issues that have been identified by the highest number of people are the following: parked vehicles (5); poor road surface (4); poor provision of pedestrian crossings (3).

3.48 Graph to show issues reported on Winsley Road

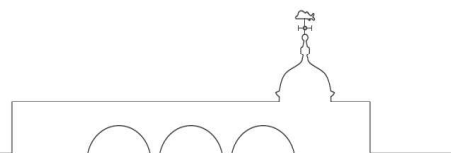


*Question 2 - What improvements would you like to see on this particular road/route?*

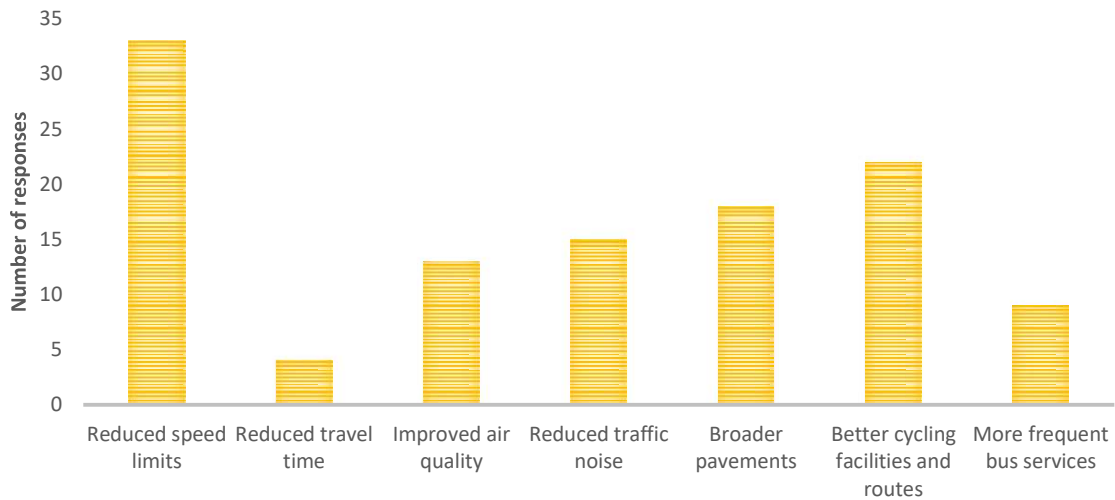
To confirm their concerns about speeding vehicles, the majority of respondents would like to see reduced speed limits on Winsley Road (69%).

Just under half of the sample would like to see better cycling facilities and routes. This factor was followed by broader pavements (37%), reduced traffic noise (31%), improved air quality (27%) and more frequent bus services (18%).

18 respondents reported other areas of improvement. The areas that have been identified by the highest number of people are the following: better provision of pedestrian crossings (5) and improved road surfaces (4).



### 3.49 Graph to show the improvements respondents would like to see on Winsley Road



## 4. Conclusion

### 4.1. Traffic and the road network

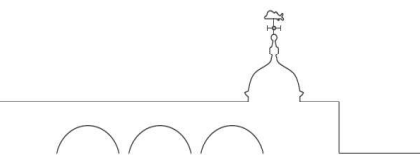
With 83% of the sample residing within the boundary of town, this report offers detailed insight into the local community of Bradford on Avon, from those that know and interact with the road network first hand.

When first establishing to what extent respondents see the traffic as a problem in the area, 70% of the sample selected the highest category of 'major problem', with a statistically insignificant proportion of the sample selecting both 'not much of a problem' or 'not a problem at all'. This majority finding clearly addresses the views of the community and highlights both the need and desire for intervention.

In regard to the community's priorities when addressing the traffic problem, the top three messages were:

1. **Reducing traffic volume**
2. **Improving pedestrian and cyclist safety and comfort**
3. **Improving air quality**

Respondents were given the opportunity to reflect on the current two-way traffic system. Data showed that 89% of the sample identified traffic volume and traffic flow as a major problem or problem in the town centre. Equally, pedestrian and cyclist safety and comfort was also clearly addressed as a concern, as well as the walking and cycling facilities. Finally, there was a strong concern regarding air quality as a result of the traffic in the current two-way traffic system. Conversely, public transport usage was not identified as a common issue.





Respondents were also given the opportunity to reflect on the social distancing (one-way) traffic system. In comparison, traffic volume and traffic flow were not seen as major problems, likewise the majority of the sample stated that the air quality (72%) and noise pollution (77%) generated was only 'somewhat a problem', 'not a problem at all' or 'neutral'. Pedestrian and cyclist safety and comfort also received a positive response with the 78% of responses not identifying any problem, as so with the walking and cycling facilities. Public transport usage remained a minimal concern.

## 4.2. Environment

To consider the wider environmental impact of transport in Bradford on Avon, respondents were asked to address their level of concern about climate change. Overall, over half of respondents recognised they were 'very concerned', with a further 30% 'somewhat concerned', showing a firm consensus regarding the challenges climate change poses to the town.

Nonetheless, when respondents were asked to consider their own traffic behaviours, only 27% believe their travel behaviours contribute to the climate crisis in comparison to the majority of respondents (55%) who do not perceive their travel behavior as contributing to the climate crisis.

## 4.3. Your transport

To assess how the community of Bradford of Avon travels, this section assessed respondents' preferred modes of transport, the frequency of transport usage and the extent to which respondents were both interested in specific modes of transport and what would encourage further usage.

**Daily → walking and private car were the most popular form of transport making up over 90% of responses.**

**Weekly → private car was the most popular form of transport with over half (55%) of responses.**

**Monthly → public transport was the most frequent choice with 36% of respondents selecting this mode of transport.**

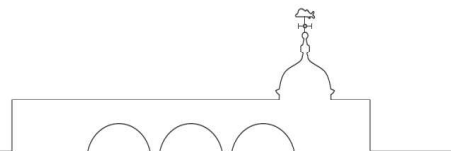
### Car

84% of the sample own a petrol or diesel car, whilst only 5% of the sample own an electric or plug-in hybrid car. In discussing what would encourage the residents of Bradford on Avon to use their car less frequently, most respondents highlighted that they would do so if there was better access to public transport (52%) and better access to cycling and walking facilities (43%).

### Public Transport

Over half of the sample (66%) identified that they were either 'very interested' or 'interested' in using public transport. When asked what would encourage further public transport usage, 50% of the entire sample highlighted more frequent bus services. The other options followed closely with increased rail passenger capacity and comfort reported by 45% of respondents, more frequent rail services (45%) and more bus routes with better connections to nearby towns (40%).

In the further comments sections, residents were keen to reiterate their desire for cheaper bus and rail fares. They also recommended improvements to the town bus (e.g. improved accessibility,



smaller buses, more environmentally friendly buses, etc.). They also reinstated the need for a reliable public transport timetable and suggested additional bus routes that would enable them to use public transport more. The most popular destinations included Melksham, Corsham, Frome, Bath and Chippenham.

### Walking and Cycling

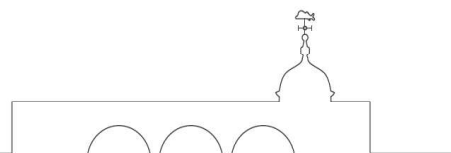
When asked to indicate their interest in walking and cycling, results showed an overwhelming interest in this mode of transport with 83% of the sample either 'very interested' or 'interested'. In regard to encouraging walking and cycling in Bradford on Avon, the data showed strong support for new bridge for pedestrians and cyclists (69%) and better walking and cycling facilities (64%) such as wider pavements and more pedestrian crossings.

Respondents also recognised the importance of traffic management solutions when considering walking and cycling due to traffic congestion, through traffic and high traffic speed being a barrier to using this mode of transport. The key messaging of the further comments related back to improved safety being the key indicator to encouraging transport by foot and bike.

## 4.4. Your destinations

Understanding the community's key destinations and subsequent travel behaviour is essential when examining the traffic in Bradford on Avon.

- The preferred transport mode when travelling to the train station is walking (66%), followed by car (25%). Respondents did not show a majority answer when asked whether they had to travel over the town bridge or not. Over half of residents make the journey monthly.
- The preferred transport mode when travelling to the health centre is walking (67%), followed by car (27%). Respondents did not show a majority answer when asked whether they had to travel over the town bridge or not. The majority of residents make this journey on a monthly basis.
- The preferred transport mode when travelling to the town centre is walking (75%), followed by car (20%). The majority of respondents travel to the town centre weekly and cross the town bridge during their journey.
- The preferred transport mode when travelling to leisure facilities including pubs, restaurants and the sports centre is walking (74%), followed by car (21%). Most respondents have to cross the town bridge when making this journey. The majority of residents travel on a weekly basis.
- The preferred transport mode when travelling to green spaces such as parks in Bradford on Avon is walking (83%), followed by car (13%). Respondents did not show a majority answer when asked whether they had to travel over the town bridge or not. Most respondents identified that they go on a weekly basis.
- The preferred transport mode when travelling to *St Laurence School, Christ Church Primary School* and *Fitzmaurice Primary School* is walking (64%), followed by car (29%). The majority of respondents do not have to cross the town bridge when making this journey. Most respondents identified that they travel on a daily basis.



- The preferred transport mode when travelling to supermarkets such as Sainsbury's is by car (76%), followed by walking (20%). 59% of respondents cross the bridge during their journey. The majority of respondents travel on a weekly basis.

In addition to local destinations in the town of Bradford on Avon, respondents were asked to share how often they travelled to nearby towns and cities. Results showed that:

- Trowbridge is the most popular destination to visit on a daily basis, followed by Bath and Corsham.
- Trowbridge is the most popular destination to visit weekly, followed by Bath and Corsham
- Bath is the most popular destination to visit on a monthly basis, followed by Frome and Trowbridge

The sample tend to travel primarily by car to nearby towns and cities across all destinations, whilst public transport was frequently used only to travel to Bath or Bristol.

#### 4.5. Further comments

From 1,318 unique further comments, respondents highlighted concerns relating to pedestrian and cyclist safety, environment, public transport, generic traffic and traffic management solutions.

In summary, over half of further comments focused on the benefits they saw in the social distancing (one-way) traffic system and commented on the improved traffic flow, safety, air quality, congestion as a result of the system. In comparison, 10% of respondents expressed their opposition to the social distancing (one-way) traffic system.

Equally, over half of respondents in the further comments listed pedestrian and cyclist experiences as a priority action and commented on improvements such as pavements and walkways, pedestrian crossings and general safety.

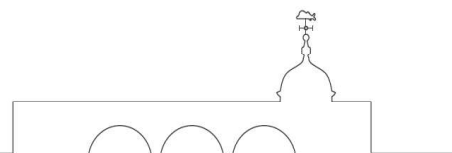
Generalised traffic themes such as traffic flow, traffic volume, through traffic and traffic speed were also consistently addressed. Furthermore, a variety of traffic management solutions were pinpointed including traffic calming and traffic reduction measures.

A smaller number of comments were captured in regard to air quality and noise pollution. These were raised alongside a minority of further comments reaffirming interest in improved public transport accessibility and availability.

#### 4.6. Interactive map

Despite the fact that the interactive map registered fewer responses than the main questionnaire, it offers great insights on the main problems affecting some of the key roads in town and what improvements should be considered as priorities.

By looking at the overall results for each of the roads, it is clear that, as seen in the consultation questionnaire, residents and businesses in Bradford on Avon were primarily concerned about traffic volume, pedestrian and cyclist safety and comfort and traffic speed.



These results strengthen the validity of what has been highlighted in the questionnaire and identify a clear pattern of priorities for the people who took part in this consultation.

A similar trend can be seen when looking at the most urgent improvements that respondents would like to see carried out with reduced speed limits, broader pavements and better air quality being the three highest-ranked factors. However, it is important to note that, in the case of improvements, results were more equally spread across the 7 categories respondents were asked to give their views on.

## 5. Next steps

This report concludes the first phase of 'The Future of Transport project'.

The report will be presented to Wiltshire Council (the Highways Authority) to decide, in partnership with Bradford on Avon Town Council, what would be a locally acceptable plan.

The report will also be made accessible to the public.

Bradford on Avon Town Council would like once again to thank everyone who has taken part in this consultation.

