



## **Bradford on Avon Traffic Study Frequently Asked Questions**

### **Why can't we just go back to the one-way scheme we had during the pandemic?**

This was essentially the first option (A) to be modelled but it gave rise to very long journey times on the north and northwest of town in the evening peak hours as traffic returns from Bath/ Bristol/ M4. Traffic levels now are significantly higher than during the pandemic and projected to rise by at least a further 10% by 2041. So how the one way worked during the pandemic is not a reliable predictor for the future. This is especially critical for the D1 bus as the delays means it would not be possible to maintain the current regular service. There would also be long queues on Winsley Road and Bath Road – giving rise to increased air pollution.

### **What are the benefits of the recommended Option C?**

#### **Pedestrian Safety**

Option C allows for significant footway widening on Silver Street – which is used by a very large number of pedestrians and has a high accident count – and at the upper section of Market Street where front doors open directly onto very narrow pavement. This will go a long way to improving pedestrian safety, attracting more people to the town centre and encouraging more people to leave their cars at home. Option C also would not lead to lengthy queues and so minimises stop/ start traffic which generates more pollution than slow but steady traffic flows.

#### **Traffic Volume**

This is indirectly addressed by making active travel more attractive – see above. Wiltshire Council have said they would not implement any system that simply shifted traffic to other nearby towns and villages, so the emphasis is on encouraging walking and cycling, as well as ensuring a reliable bus service. This will mean fewer cars on the roads. Traffic calming is also important not only from a road safety viewpoint but so vehicles cannot speed through. Any new system must not attract extra traffic simply because it is quicker to drive through the town rather than use another route.

## **Air Quality**

Air quality is addressed by encouraging active travel and slow but steady traffic flows. In any case, pollution levels are expected to fall significantly (nitrogen oxides down to about a third of current levels and particulates down by c.20%) between now and 2041 as more electric vehicles come onto the roads.

## **Why is Option B not recommended?**

Option B consisted of priority shuttle working on short pinch point sections, 2 on Market Street and 1 on Silver Street that gave very limited scope for footway widening and so failed to significantly improve the safety of pedestrians which is a key requirement.

## **Why was 2041 chosen as the date for traffic modelling?**

Any new system would likely be in place for decades – so it is necessary to pick a future date and use nationally predicted traffic levels for that year. 2041 was chosen by Wiltshire Council Highways.

## **What is a Bus Gate?**

A bus gate in this context is an electronic transponder mounted in the bus so that as it approaches Silver Street from the town bridge, it triggers a traffic signal further up Silver Street that holds up traffic from travelling south into the narrow section, thus allowing the bus to travel up Silver Street. This allows the bus to pick up/ drop-off passengers on the eastern side of town and ensures maximum bus service accessibility.

## **Why is a bus gate needed?**

Because otherwise the bus would have to be diverted from its normal route to go up Mason's Lane. This would remove a bus service from a large section of the community, in turn so the bus would need to divert along Mount Pleasant, New Road and Springfield and then turn back again. This would add extra time to the service and make the route inoperable long term according to the bus operator. The bus would instead have to go on

into Bath from Mason's Lane and the eastern side of town would no longer have a direct bus link to Bath.

### **What about a 20mph zone town-wide?**

This is a great idea and one the town council plans to pursue, as part of the Town Vision for Transport which encompasses a range of longer-term measures. But it is really outside the immediate scope of the current exercise.

### **What about crossing the town bridge? There's nothing in the scheme to make that safer?**

A safer river crossing is the subject of another study currently being undertaken by Sustrans on behalf of the town council. Sustrans are aware of the current modelling study results. The results of that project are expected in the next month or 2.

### **What are the next steps?**

Following this engagement and analysis of results, a meeting of the Full Council will decide whether or not to ask Wiltshire Council to begin detailed design work on Option C which would include footways/ cycle lanes, traffic calming, pedestrian crossings, speed limits etc. This is a substantial piece of work which might take several months.