

Traffic study survey
Results and initial findings



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Feedback form questions

1. In what capacity did the respondents (people/households) complete the feedback form?
 - Local resident
 - Local business
 - Someone who travels to or through the town
 - Other
 2. Postcode
 3. To what extent did the respondents feel that option C is a suitable approach to achieve a better, safer and less polluting traffic system?
 - Scores of 1 to 7
 - With 1 being not at all suitable to 7 being completely suitable
 - This question had a free text answer box so respondents could explain their scores
 4. Which mitigation measures would you like to see alongside option C? (and where)
 - Speed limit reductions
 - Additional/improved pedestrian crossings
 - Traffic calming measures e.g. raised tables, road narrowing
 - Street character/public realm improvements e.g. planting, signage, seating
 - Measures to address traffic noise
 5. Any other comments on the traffic modelling study
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Q3 results:

To what extent did respondents (people/households) feel that option C is a suitable approach

- 1 to 7
- With 1 being not at all suitable and 7 being completely suitable

| Score | Respondents | % | |
|--------------|-------------|------|-------------------------------|
| 1 | 360 | 37.0 | 1 to 3 573 58.8% |
| 2 | 128 | 13.1 | |
| 3 | 85 | 8.7 | |
| 4 | 103 | 10.6 | |
| 5 | 130 | 13.3 | 5 to 7 298 30.6% |
| 6 | 84 | 8.6 | |
| 7 | 84 | 8.6 | |
| Total | 974 | 99.9 | |

NB. % to 1 decimal place.

Q3 findings

- If we take it that scores of 1, 2 and 3 don't feel option C is suitable, then **573/974 (58.8%) don't feel it's a suitable option.**
- 298/974 (30.6%) scored option C's suitability as 5, 6 and 7

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Qs 2 & 1 results:

Respondents by postcodes

| Postcodes | Number | % |
|--------------------|------------|-------------|
| BA15 1 | 639 | 65.6 |
| BA15 2 | 90 | 9.2 |
| Incomplete/unclear | 6 | 0.6 |
| Other | 239 | 24.5 |
| Total | 974 | 99.9 |

Respondents by capacity (in which people/households completed the form)

| Capacity | Number | % |
|--|------------|------------|
| Local resident and/or local business | 904 | 92.8 |
| Someone who travels to or through the town | 61 | 6.3 |
| Other | 9 | 0.9 |
| Total | 974 | 100 |

Qs 2 and 1 findings

- 729 of the respondents (74.8%) have BA15 1 or BA15 2 postcodes.
- 904 of the respondents identified themselves as local residents and/or local businesses.
- 61/974 (6.3%) of the respondents classed themselves as someone who drives to or through the town.
(In hindsight, we might have been better making these 2 options distinct in the feedback form – although the number of respondents in the combined group is low)

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Q2 results:

By roads – most responses

| Rank | Road | Responses | Score | | | | | | | Bracket | | Bracket |
|------|------------------|-----------|-------|---|---|---|----|---|---|---------|---|---------|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 to 3 | 4 | 5 to 7 |
| 1 | Trowbridge Road | 35 | 7 | 4 | 4 | 4 | 11 | 5 | - | 15 | 4 | 16 |
| 2 | New Road | 34 | 16 | 6 | 5 | 5 | 1 | 1 | - | 27 | 5 | 2 |
| 3 | Woolley Street | 31 | 8 | 2 | 3 | 2 | 5 | 2 | 9 | 13 | 2 | 16 |
| 4 | Springfield | 27 | 14 | 1 | 2 | 5 | 3 | - | 2 | 17 | 5 | 5 |
| 5 | Winsley Road | 24 | 6 | 5 | 3 | 2 | 3 | 3 | 2 | 14 | 5 | 5 |
| 6 | Whitehill | 21 | 3 | 5 | 2 | 5 | 3 | 3 | - | 10 | 5 | 6 |
| 7 | Frome Road | 19 | 8 | 1 | 2 | 5 | 1 | - | 2 | 11 | 5 | 3 |
| 8 | Newtown | 18 | 7 | 2 | 2 | 4 | 1 | 1 | 1 | 11 | 4 | 3 |
| 9 | Bath Road | 17 | 5 | - | 3 | 2 | 3 | 3 | 1 | 8 | 2 | 7 |
| 10= | Downs View | 12 | 8 | - | 1 | 1 | 1 | 1 | - | 9 | 1 | 2 |
| 10= | Silver Street | 12 | 3 | 1 | - | 1 | 1 | 2 | 4 | 4 | 1 | 7 |
| 10= | Spencers Orchard | 12 | 5 | 2 | - | 1 | 2 | 1 | - | 7 | 1 | 3 |
| | Greenland Mills | 11 | 4 | 2 | - | 3 | - | 2 | - | 6 | 3 | 2 |
| | Leigh Park Road | 11 | 3 | - | 1 | 1 | 2 | 2 | 2 | 4 | 1 | 6 |
| | The Old Batch | 11 | 6 | 2 | - | - | - | 1 | 2 | 8 | 0 | 3 |
| | Baileys Barn | 10 | 4 | 1 | - | 1 | 3 | 1 | - | 5 | 1 | 4 |
| | Market Street | 10 | 7 | 1 | 1 | 1 | - | - | - | 9 | 1 | 0 |

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Q2 findings

Roads that felt option C was suitable – where more people scored it 5, 6 or 7 (than scored it 3, 2 or 1)

- Trowbridge Road
- Woolley Street
- Silver Street
- Leigh Park Road

Roads that felt option C was unsuitable – where more people it scored it 3, 2 or 1 (than scored it 5, 6 or 7)

- New Road
- Springfield
- Winsley Road
- Frome Road
- Newtown
- Bath Road
- Downs View
- Spencers Orchard
- Greenland Mills
- The Old Batch
- Baileys Barn
- Market Street

Roads where the most common score was 7:

- Woolley Street. 9/31 responses – 29%
- Silver Street. 4/12 responses – 33%

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Roads where the most common score was 1:

- New Road. 16/34 responses – 47%
- Springfield. 14/27 responses – 52%
- Winsley Road. 6/24 – 25%
- Frome Road. 8/19 – 42%
- Newtown. 7/18 responses – 39%
- Bath Road. 5/17 responses – 29%
- Downs View. 8/12 responses – 67%
- Spencers Orchard. 5/12 responses – 42%
- Greenland Mills. 4/11 responses – 36%
- Leigh Park Road. 3/11 responses – 27%
- The Old Batch. 6/10 responses – 60%
- Baileys Barn. 4/10 responses – 40%
- Market Street. 7/10 responses – 70%

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Q5 results:

Comments

Respondents had the opportunity to comment freely on the data and recommendations in Atkins' report.

Comments have started to be grouped together based on commonality.

| | Respondents | % |
|---|-------------|------|
| Comments that option A or a one-way system would be better | 411 | 42.2 |
| Concerns about the idea of a bus gate | 51 | 5.3 |
| Comments about diverting through traffic or having a bypass | 132 | 13.6 |
| Comments about the importance of pedestrian improvements | 327 | 33.6 |
| Concerns about pollution in the town | 131 | 13.4 |
| Comments about the importance of traffic calming measures | 316 | 32.4 |
| Comments about (vehicle) noise | 40 | 4.1 |
| Comments about improving cycling infrastructure | 49 | 5.0 |
| Comments asking for a town vote or referendum on what to do | 9 | 0.9 |
| Other comments | 110 | 11.3 |

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Comments that **option A, a one-way system or the one-way system that was in place during Covid** would be better than or preferred to option C

Sub-divided by score

| Score | Comment(s) as above | Respondents | % of group | % of all respondents |
|-------|---------------------|-------------|------------|----------------------|
| 1 | 211 | 360 | 58.6 | 21.7 |
| 2 | 65 | 128 | 50.8 | 6.7 |
| 3 | 39 | 85 | 45.9 | 4.0 |
| 4 | 33 | 103 | 32.0 | 3.4 |
| 5 | 30 | 130 | 23.1 | 3.1 |
| 6 | 14 | 84 | 16.7 | 1.4 |
| 7 | 18 | 84 | 21.4 | 1.8 |

Q5 findings

- 79/974 people/households (8.1%) commented that doing nothing would be better or preferable to option C (and/or any of the options)
- 120/974 people/households commented in favour of having a 20mph posted speed limit either throughout the town or in the town centre.
- 112 people/households included the word 'Covid' in their comments. 86 used the word 'pandemic' – and 50 mentioned 'lockdown'

There is likely to be some overlap between these responses i.e. some of the 112 references to Covid may well have mentioned pandemic and/or lockdown as well.

Further analysis could provide this level of detail – but for now we've just focused on the number of respondents using each of these words.