

Full Council meeting 11 March 2025

Agenda item 10 – Traffic update

Written by Councillor Jack Vittles



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Following our previous Full Council meeting on 7 January 2025 , we expressed our deep frustration at the shifting goalposts from Wiltshire Council throughout the traffic project.

Having discussed and agreed that we must continue to engage with Wiltshire Council to seek the best solution for the whole town, I was asked to respond to the Wiltshire Council briefing note from 23rd December.

I sent the email on January 20<sup>th</sup> to Sam Howell, director of Highways at Wiltshire Council and have yet to have a reply. I chased this on February 6<sup>th</sup> and March 4<sup>th</sup>.

However, I know this has been on the desk of Wiltshire Council officers and I'm hopefully that we'll see a response soon. In my follow-up emails I have stressed both the desire to have an update for this meeting and that the Town Council and our residents and are seeking quicker progress.

See below Appendix A – Email from Town Council to Sam Howell, Wiltshire Council

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Appendix A: Email between Bradford on Avon Town Council and Sam Howell, Wiltshire Council 20 January 2025

**Subject:** Bradford on Avon traffic project

Dear Samantha,

Thank you for the briefing note produced following our meeting on November 27. We discussed this at our Full Town Council Meeting on Tuesday January 7.

At this meeting, all town councillors raised concerns about the shifting parameters from Wiltshire Council with regards to implementing a traffic scheme in Bradford on Avon.

Issues raised include:

#### Bus Service uphill on Silver Street

One area of particular concern was the section which said 'WC stance is that if eastbound (uphill) bus movements cannot be accommodated then two-way working would have to be retained. Removal of bus route is unacceptable.'

While we agree that the bus route was a requirement stipulated by WC during the modelling process, we clearly understood from the meeting on June 21 last year that this requirement could be relaxed. For that reason, the bus service was not mentioned in our resolution sent to you on October 1. However, we now understand that provision of a bus contraflow system to allow buses uphill on Silver Street is a red line and your briefing note states 'the next steps would be to conduct a detailed technical feasibility study to determine if a bus gate was deliverable on the ground.' We are disappointed that this did not take place as part of the modelling, particularly as this is a Wiltshire Council red line to deliver any traffic scheme in BOA.

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Regardless, we would like to accept your offer to produce a detailed technical feasibility study on a bus contraflow system.

This will then give us a clear direction. Indeed, it is absolutely crucial. As your position is that one way working is not deliverable without provision for an uphill bus service on Silver Street, any form of one-way could not be delivered by Wiltshire Council if a bus contraflow system proves unworkable. We also want to state again that our number one priority remains pedestrian safety in the town, and that we have concerns that provision for the bus service to go uphill on Silver Street will limit the opportunity to widen pavements.

Can you please provide us with a timescale for this study? As I'm sure you're aware, this is a topic of much interest in Bradford on Avon and the town council and residents are frustrated by the slow progress of this project.

### Market Street

With regards the pinch point on Market Street, we think some confusion may have been caused.

Our motion as passed at our full council in September was asking for expert advice on whether a trial would best take place with the whole of Market Street changed to one way, or if two-way working should be retained but with a priority uphill shuttle system on the pinch point at the top of Market Street.

Our understanding is that the alterations to the road layout would be the same in both cases, allowing for one or other to be trialled. We know that a trial is likely to be disruptive, so it seems prudent to implement it in such a way that it has the best chance of long term success, minimising the need for future changes and consequent disruption and expense. The Town Council will respect and support your recommendation on this issue.

### 20 mph

We also want to restate our request for 20mph speed limits across the town.

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We appreciate there are parameters that must be met to instate this, and the attached map illustrates that much of the key network in the town meets the DfT guideline for implementation of 20mph speed limits.

Other authorities in the UK are making this a reality and it is a priority for us here in Bradford on Avon too - piecemeal 20mph speed limits often lead to expensive and confusing extra signage.

We would appreciate a reply to this letter, and update on the study, as soon as possible. For reference, our next Sustainable Travel committee meeting is on February 4 and our next Full Town Council meeting is on March 11. Agenda papers for both will be circulated the Thursday before the meetings.

Best wishes,

Cllr Jack Vittles, Mayor of Bradford on Avon

on behalf of Bradford on Avon Town Council