



# Bradford on Avon Town Council

Kingston House Offices, Kingston Road, Bradford on Avon BA15 1AA

Cllr. N Holder  
Cabinet Office  
County Hall  
Bythesea Road  
Trowbridge  
BA14 8JN

1<sup>st</sup> October 2024

Dear Cllr Holder,

Following a Full Council meeting of Bradford on Avon Town Council on September 24th, the Town Council unanimously approved the below motion.

**Bradford on Avon Town Council recommends Wiltshire Council to design a scheme on an experimental traffic order with the ability to be made permanent, and which will be assessed continually against our top priority of pedestrian safety, which has:**

- **20mph speed limits throughout the town**
- **wider pavements being prioritised and maximised throughout the scheme, particularly at the bottom of Silver Street and the top of Market Street**
- **one-way traffic east to west on Silver Street**
- **two-way traffic on Masons Lane**
- **serious consultative mitigation measures put in place from the start in any areas negatively impacted**
- **transparent consultation with emergency services, local bus services and local schools on the impacts of any scheme.**

**We are open to exploring both one-way and priority shuttle working at the top of market street, and would welcome guidance from expert Wiltshire Council highway engineers as to which system it would be most beneficial to our priorities to put in place first on a trial basis.**

As you know, we have worked alongside Wiltshire Council for the past three and a half years to reach this point and we are pleased that we have been able to reach a decision on a recommendation for a traffic system in Bradford on Avon.

As set out in your letter earlier this summer the Town Council had to 'demonstrate an overall level of support at a local level'. We believe we have achieved this, by focusing on areas of consensus among the town as well as having the backing of a unanimous vote from our town councillors.

We now look forward to working with Wiltshire Council and your Highways team to design a scheme which works for our town and achieves our key priority of improved pedestrian safety. As laid out in our motion we would welcome guidance from expert engineers on the pinch point at the top of Market Street. Although we are requesting a trial of possibilities as regards traffic movements at this point, we do want to widen the pavement here and therefore our request for design and for the scheme is for the infrastructure, on the ground, to be in place from the beginning as the pavement widening referred to in the motion is common to any scheme we would want to see implemented.

What we are looking for is to allow some flexibility in the scheme so that it can evolve in the light of experience and to be able to respond to situations such as, for example, the closure of Silver Street for roadworks or due to an accident, requiring traffic to be able to come down Market Street.

We would welcome a meeting at your very earliest convenience to get this project started and to outline the timetable ahead.

Best wishes,

Cllr Jack Vittles

Mayor of Bradford on Avon

On behalf of Bradford on Avon Town Council