



## Final traffic comments

### Comment #1

58% considered it unsuitable – and when asked why, over 400 people said they favoured a one-way system closer to the scheme that was in place during the COVID pandemic. That's not a reason, it's a preference. If A is selected it will increase the volume of traffic through town by making it easier for traffic and would not fulfill the criteria set out. Whichever scheme is chosen, if at all, then serious mitigation has to be put in place for those most affected. No one who has expressed an opinion from the town is a professional traffic modeler. Most people think they are though!

### Comment #2

Please restore the one-way system used during Covid. This makes sense to almost everyone.

### Comment #3

In view of WC's decision not to implement a scheme that would reduce the volume of traffic traversing the town, it would be best to do nothing. As a resident of New Rd, I can assure you that the one-way scheme in operation during lockdown was an utter nightmare for us and those living in Mount Pleasant, Springfield and the other 'two-way' areas as everything was funneled our way. The noise levels, volume of traffic & pollution was atrocious and crossing the road was impossible due to the continuous stream of vehicles. This area is a pedestrian thoroughfare notably for schoolchildren.

### Comment #4

So, of the three priorities we as a town identified, the first one is deemed not achievable. Neither of the plans will affect pedestrian safety unless speed limits are reduced, and pavements are widened throughout the whole town. Neither of the plans will reduce pollution, they will just move the problem from one place to another. The bus gate idea is unproven, but how will you provide an adequate bus service to the Springfield area under a one-way system? I think this will all be a waste of money for no overall gain. Please leave things as they are until you can solve traffic volumes.

### Comment #5

So, of the three priorities we as a town identified, the first one is deemed not achievable. Neither of the plans will affect pedestrian safety unless speed limits are reduced, and pavements are widened throughout the whole town. Neither of the plans will reduce pollution, they will just move the problem from one place to another. The bus gate idea is



unproven, but how will you provide an adequate bus service to the Springfield area under a one-way system? I think this will all be a waste of money for no overall gain. Please leave things as they are until you can solve traffic volumes.

#### **Comment #6**

The Atkins' report has been a complete waste of our money. Can we ask for a refund? - BoA Council must face the fact the amount of traffic will increase through the town as more houses are built. - We must help the traffic to flow through the town and not let it sit idling. The only solution is a one-way system. - We are told that most of the traffic through the town is not local. This is not true. Where is the proof? Most residents in BoA travel through the town to get to other destinations. Ask the residents. - Stop lorry's over 18T travelling through the town. A camera on the bridge?

#### **Comment #7**

The Atkins' report has been a complete waste of our money. Can we ask for a refund? - BoA Council must face the fact the amount of traffic will increase through the town as more houses are built. - We must help the traffic to flow through the town and not let it sit idling. The only solution is a one-way system. - We are told that most of the traffic through the town is not local. This is not true. Where is the proof? Most residents in BoA travel through the town to get to other destinations. Ask the residents. - Stop lorry's over 18T travelling through the town. A camera on the bridge?

#### **Comment #8**

Hello, We own [REDACTED] right in the middle of this scheme. We believe the one way system worked well during Covid with Market Street one way up to Masons lane and Silver Street one way down hill. We believe option C with priority uphill traffic would cause undue congestion back across the bridge towards Trowbridge and don't think this is a good idea. Many thanks [REDACTED] [REDACTED]

#### **Comment #9**

I am in favour of Option A - a full one-way system which worked well during the pandemic. [REDACTED]

#### **Comment #10**

Option A Market Street and silver street as it was during Lockdown. Traffic flowed freely through the town. I live on Southway rd. and travel down Trowbridge rd. which is bumper to bumper at busy times. This does not help the environment with the standing/waiting cars and especially for people and children walking to work and school inhaling the fumes



which is a major health issue. Also, the one way would greatly improve the emergency services which at the moment must be a nightmare for them to try and get through our lovely town.

**Comment #11**

Has any consideration been given, or modelling performed in support of Northwards buses completing a loop around town rather than using a bus gate? Travelling Northwards, they could complete a clockwise loop around town. That way they integrate into the traffic flow, not compete with it via a contraflow. Buses have signs on the front, and we have announcement boards for destinations (and a driver who can state destination!), so it's not confusing. Even London buses average 9mph, so with a measured loop length of 1.2 miles it would only add 10-12 minutes to one direction of bus travel.

**Comment #12**

I still have huge concerns that the majority feel restoring the one-way system that was in place in Covid is the preferred option is not recognising that Covid was not a normal time, less people travelling to work, shops etc. Making it easier and quicker to go through BOA will definitely increase the volume of traffic and speed! SATNAVs will identify it as a quick route to increase volume. As a cyclist, pedestrian and resident of BOA I feel strongly that if the one-way system is implemented the council will be appeasing the lobby of the car drivers who use the town as a route.

**Comment #13**

This is the 3rd time I've commented, but happy to do so again. From my perspective, Option C is a nonstarter as it still allows traffic both ways on Market Street - but with more restrictions. This would have the effect of making an existing bottleneck 10 times worse and would create traffic tailbacks even worse than they are now. Option A is surely the only sensible option as it would ease the flow of traffic all around the town, significantly reduce pollution from idling vehicles and increase safety for pedestrians who would no longer have to leap out of the way of vehicles on pavements.

**Comment #14**

Please reinstate the one-way road system similar to that employed during the COVID-19 pandemic.

**Comment #15**



Please follow Atkins' recommendation and ask Wilts CC to design and cost Option C. The bus gate was the only reason for not actively supporting this before. Why would you want a scheme based on Option A which forces all traffic through a longer residential route 24/7 even when the town centre is quiet? The unnecessary increase to pollution risks for residents is clear, for example see this year's dementia study from Oxford University: <https://www.ox.ac.uk/news/2024-03-27-risk-factors-faster-aging-brain-revealed-new-study>

#### **Comment #16**

I very much support the implementation of Option A, the full one-way system similar to during COVID. With the temporary one-way system, traffic flowed far better all through the town, and there was no good reason for removing it. Options B and C will do nothing to help traffic in the town, with Market Street remaining two-way there will be no traffic to re-routes, if anything the traffic will get much worse if Market Street remains two-way but with pavement widening. The full one-way system in Option A will greatly improve the traffic flow and allow for the biggest improvements to pavements.

#### **Comment #17**

I believe that a one-way system is the best option, allowing for a steady smooth flow of traffic. The current constant queue down Masons Lane is frustrating for drivers, bad for the local air quality and environment. Furthermore, the painted 'yellow boxes' do add to the issue, causing unnecessary pauses in traffic flow. If a one-way system is a no then remove the yellow boxes, drivers are intelligent enough to work out if they can pass. Cars can pass each other with care, the boxes just cause drivers to assume they must wait when often they don't always need to. Absolutely no to a bus gate

#### **Comment #18**

We very much approved of the one-way system introduced during the Covid period (Option A) and would hope that that scheme gets the go-ahead. No need for expensive and problematic bus bollards or pinch points. (Husband a wife residents, South BoA)

#### **Comment #19**

Councillors should please listen to the Atkins Realis advice we paid for and ask WC to proceed with Option C (preferably without bus gate). Model A only functioned with low lockdown traffic and even then, it was divisive and unfair.

#### **Comment #20**



I agree with the majority view that a scheme based on the one-way system put in place during the pandemic would be most suitable. (Winsley resident)

**Comment #21**

For me the only realistic option is Option A. This gives the best option for keeping traffic flowing whilst giving pedestrians greater pavement access. Happy to accept bus gate as tradeoff. I am completely opposed to Option B & C. In my opinion the pinch points in option B will slow down movement of traffic even further causing jams & greater pollution. Option C will not resolve the congestion on market street and will actually divert a greater volume of traffic through this very tight section. Nor will it address the need for safer pavements and additionally adds in the undesirable bus gate.

**Comment #22**

Stop prevaricating and initiate the one-way system as per the COVID solution. With regards to buses and bus gates, review bus operations and consider small, more manageable buses.

**Comment #23**

One big request: if any roads become one-way, PLEASE can there be an exception for bikes. Cycling around BoA is already hard, and if routes are blocked it will become even harder. (E.g., if Market St were made one-way under Option A, cycling from Newtown down into town would mean cycling all the way up Mason's Lane and coming round again - not realistic!) Separately, for those who live on Newtown, Belcombe or Wine St, Option A (making Market St one-way) would be inconvenient when driving, as we would have to do a big loop up to the top of town every time, we wanted to go towards the centre.

**Comment #24**

I feel that option A without the bus gate is the only way forward. Hopefully First bus will be able to cope with this.

**Comment #25**

The measures put in place during Covid worked really well. So, I would favour option A.

**Comment #26**

A complete one-way system would keep traffic flowing through the town and emergency services will actually be able to get through with no problems, saving time and lives.



**Comment #27**

Definitely a one-way system the flow of traffic much better as most drivers are totally incapable of knowing the width of their cars and panic therefore not passing each other in the narrower parts.

**Comment #28**

I support Option A

**Comment #29**

Please can we go back to a one-way system as similar as possible to that which worked so well during Covid.

**Comment #30**

A one-way system on both roads makes complete sense. It worked so well during COVID. We had little traffic, road rage erased, pedestrians and cyclists were much safer as the road was effectively doubled in size with cars only moving in one direction. Pollution will significantly drop with a lot less idling in traffic. We shouldn't avoid this option simply because some residents will be affected by it. BOA as a whole will benefit from it!

**Comment #31**

Bring back the one-way system! It allows traffic to flow, and pedestrians to feel safer. It's also less of a cost, less timely and less disruptive.

**Comment #32**

The one-way system that was in place before should be in place again. It helped the traffic flow so much better, ensuring cars weren't stuck around Bradford causing more pollution and blocking the town. Thank you.

**Comment #33**

A one-way system would be my preferred option. It worked so well during the pandemic.

**Comment #34**

Clean air zone throughout the Town - this will stop all the old work vans and reduce overall traffic.

**Comment #35**

Option C with a bus gate will undoubtedly lead to more traffic congestion. By sending all traffic up market street with priority over the traffic coming down, the traffic coming down will be backed up for miles as the stream of traffic coming up will never end, particularly at



peak times. This will cause new problems further up. The one-way system that was implemented during the pandemic was ideal. It kept traffic flowing freely as there was no giving way required. The only people against this seem to be residents of New Road. Install traffic slowing measures if needs be.

**Comment #36**

The town bridge is dangerous for pedestrians. Heavy trucks need to be discouraged.

**Comment #37**

In favour of OPTION A - one-way on Silver Street and Market Street This option makes the most sense and worked very well when previously implemented. As it stands, the current traffic situation in BOA is an absolute nightmare. It was a ridiculous decision to revert back to this when the one-way system was working so well.

**Comment #38**

A one-way system is the best option together with tighter controls on large lorries accessing the town where they seem to regularly get stuck at the bottom of Market Street.

**Comment #39**

I work in Bradford and love in the nearby village of Holt so have come into BoA regularly since 2007. In my opinion the system that was in place during COVID was very effective at alleviating the traffic pressures and we should return to that system

**Comment #40**

One way system as tried during the pandemic with lower speed limits in affected areas, and pavement widening to improve pedestrian safety. **Richard Ayward BA15 1AV**

**Comment #41**

Please bring back the one-way system which worked well during the Covid pandemic rather than the suggested alternative by Wiltshire council.

**Comment #42**

Option A would be the better solution to the traffic congestion in Bradford on Avon. Keeping a two way on Market Street and Silver Street does not make any sense.

**Comment #43**

I don't agree with the one-way system in any form. The last one-way system led to more traffic and traffic moving faster on lots of roads around the area. Making traffic flow easier



is not the solution, it just encourages more traffic and we'll be back where we are now. We need to encourage people out of cars for short journeys across town and deter traffic from further afield by making it longer to travel through BoA. As a pedestrian I felt less safe when the one-way system was in operation and was nearly hit on pedestrian crossings a number of times.

**Comment #44**

The one-way option is much more suitable for the town.

**Comment #45**

Hi - option A is my preferred solution to the traffic issue in BoA.

**Comment #46**

In my opinion option A is the only viable option. The other 2 options can only lead to chaos and uncertainty for the town with slow-moving traffic leading to unbearable air pollution for both pedestrians and residents in the town centre. The one-way system worked well in the past albeit with fewer cars on the roads due to covid restrictions. It's a tried and tested system which could be implemented quickly.

**Comment #47**

I appreciate that it's a thankless/impossible task trying to cater to all local residents' demands. But ultimately an objective third-party (Atkins) has found that Option C is the most practical solution. Unlike option A, option C limits fallout onto Springfield Rd - which was the subject of most complaints during the Covid one-way system. Market St/Masons Ln is significantly wider than Silver St; it should remain the main route for through-traffic (as proposed under Option C).

**Comment #48**

The one-way system was tried and tested during covid. It was successful in preventing the pollution creating build up in the centre of town caused by stationary traffic. The traffic flowed well. Please reinstate this.

**Comment #49**

The only sensible option is to make the pinch points in Market Street entirely one way. So, a complete one-way system between the top of Market Street to the roundabout at the bottom and one way traffic along Silver Street to the Moulton roundabout. Makes more sense to go uphill in Market Street and downhill on Silver Street. The option favoured by the





consultants who do not live in the town would still lead to major traffic queues and additional pollution coming down the hill into Market Street. Priority one - avoid two-way traffic in Market Street.

#### **Comment #50**

I really hope we don't miss this opportunity to find a creative and effective solution that works for BOA. A simple one-way system won't cut it. We need traffic calming (and deterring) measures, like speed bumps, and ideally more 20th-century solutions that will stop satnavs blindly funneling drivers through the town, such as number plate recognition and a toll for those not stopping. Let's not just move traffic from one part of town to another.

#### **Comment #51**

Option A Creating a one-way system - it worked perfectly in Covid! 👍

#### **Comment #52**

An option similar to the one used during covid, one way around the town, seemed to work pretty well, and a lot better than reverting to the old two way through the two narrow bottlenecks up to Masons Lane.

#### **Comment #53**

Option A is the best idea. Slowing traffic through town will help pedestrians, but there will be a need for more pedestrian crossings, especially on New Road and the top of Market Street. If we could stop BANES pushing traffic through Bradford that would help, but there is no joined up thinking. For the size of our town additional housing will add more cars over the bridge.

#### **Comment #54**

None of the three priorities are going to be met by any of the options which have been suggested. The volume of traffic traversing the town will continue with each option. The most unsafe pedestrian area is the town bridge - which isn't going to be changed, although I realise that options A and C do allow some pavement widening elsewhere. However, option C will also lead to more queuing traffic which will not improve air quality, which is the third priority. Option A is the only one which will move traffic through the town more smoothly, which might very slightly improve air quality.

#### **Comment #55**



I think 'A' would be the best.

**Comment #56**

Option A. It worked very well during the pandemic and was introduced very quickly at minimal cost. Why prevarication?

**Comment #57**

A

**Comment #58**

Great, £50K study. You could have got the way ahead by asking a bloke down the pub for nothing. Democracy and bureaucracy at its wasteful best.

**Comment #59**

I much prefer the one-way system as we saw during COVID as the traffic seemed to flow better through the town.

**Comment #60**

Option A please with the exception of emergency vehicles

**Comment #61**

Option A with additional traffic calming measures and pedestrian crossings on New street is the only viable solution.

**Comment #62**

A

**Comment #63**

I'm pleased that people seem to prefer the covid-style one way system. It worked well at that time and would hopefully not need major road changes to make it work. It is important that the council LISTEN to what people suggest rather than sticking to 'what they think is best'. Thank you.

**Comment #64**

Option A please

**Comment #65**

A



**Comment #66**

One way system similar to pandemic time is the best solution, with added pedestrian measures.

**Comment #67**

Either cut back the trees on the upper part of mason's lane so double decker buses don't have to go up the middle of road or stop the use of double deckers in town, educate car drivers how to judge their width so they can pass in the pinch points.

**Comment #68**

I see the D1X bus going up Masons Lane. I haven't seen any complaints about missing New Road. Suggests that the original one-way system would work with buses going UP Masons Lane, no need for bus gate on Silver Street then. Leave everything else alone, there will be no money.

**Comment #69**

Option A preferred. And more parking to cater for the higher population and promotion of tourism.

**Comment #70**

Option A is the most cost-effective option, so if it doesn't work for some reason - at least we haven't wasted money on bus gates etc. Option A is also the safest option for pedestrians on the narrow pavements on both Market Street and Silver Street. Option A will allow ease of throughput and therefore ease the pollution from the continual queuing of traffic idling throughout the town. I don't believe drivers will drive irresponsibly fast with Option A - they do that now to make up time they have spent queuing.

**Comment #71**

Something has to change. Don't let all this consulting be for nothing and end up doing nothing. The one-way system worked well; traffic flowed. Having 2-way traffic causes a lot of drivers to stop outside of where the yellow boxes used to be as they're too nervous to pass, stopping the flow of traffic. Drivers often ignore the zebra crossing on market street or can't see me as cars, vans, or trucks are parked on or directly next to it in traffic jams. Or they just turn up from the roundabout and focus too much on speeding up market street to stop. Do something, not nothing.

**Comment #72**

A



**Comment #73**

It's critical to open the arteries in the town, option B and C introduce a restriction of flow, hard baking traffic jams into the system. Option A is the very best option for the town as it

1. Reduces blockages for traffic
2. Allows pedestrians a safer experience of the town and
- C. Achieves a democratic consensus with the majority of residents choosing this option.

The original fear from WC regarding delays to a bus service is I believe to the contrary to what the reality will be with the implementation of option A. Additionally the mini roundabout will be safer with this flow of traffic.

**Comment #74**

Widen pavements to slow traffic down and help pedestrians but don't put in a bus gate please that would definitely cause traffic to back up and we've had enough of that. Also deter lorries going through the town much earlier than just at the bridge. So, option A please.

**Comment #75**

These plans will be costly and are just tinkering. Traffic, air quality and safety for pedestrians will continue to deteriorate in this town until we get the "much larger project" that we obviously need.

**Comment #76**

A one-way system operated during Covid is the only viable option. Creating pinch points and bus gates will create stationary traffic on Masons Lane, Trowbridge Road and Frome Road as traffic queues to travel through town. A one-way system allows the option to widen footpaths on Market Street and Silver Street which addresses the safety concerns of residents.

**Comment #77**

Option A

**Comment #78**

Who are we trying to kid? Tinkering with one-way systems and 'traffic calming' really won't make much of a difference, especially with the projected increase in traffic in the next 10 years. Traffic is ruining our beautiful town, and it's going to get worse. Build a bypass.

**Comment #79**



Please DO NOT reinstate the one-way system. It may have ‘seemed’ to work during COVID, but traffic volumes were very different then. All the one-way system did was push the traffic elsewhere, to where more of the population live, particularly along New Road and Springfield. It didn’t make the traffic any less, which is the main issue. The one-way system is popular with a very vocal minority who live in the town centre and who aren’t worried about the impact such changes will have on the rest of the population of the town.

**Comment #80**

Please do not create any more traffic on New Road! It will be of major detriment to the residents on an already busy road. People speed so fast along it, and we are worried for the safety of our children. Please consider the views of the people living here, rather than driving through.

**Comment #81**

We live right in the centre and favour Option A - the full one-way system. Even if we have to travel slightly further sometimes, it is the only way to keep traffic flowing and stop the accumulation of polluting exhaust fumes while drivers wait in line to go up/down Market Street. Bus gates would not be a good idea. Perhaps the bus can do an extra loop down (partway) down New Road to service that area on the return route if going up Masons Lane.

**Comment #82**

Please please! Reinstate the covid one way system. It was the only time traffic ever flowed properly in Bradford. Traffic calming on New Road and pedestrian crossings would be the solution for residents worried about speed on New Road. Nothing is going to stop people coming through Bradford, so we just need the traffic to flow faster. Lived here for 20 years and it’s just rubbish for stationary traffic and fumes and I speak as a cyclist.

**Comment #83**

I prefer option A. I cannot see how any of the others will improve the flow of traffic and I am not sure about the bus gate.

**Comment #84**

I welcome any plan that would make the centre of town more pedestrian friendly. However, as a resident of New Road I note that traffic will increase dramatically with any option. Any plan to redirect traffic down New Road must come with additional measures - 20 mph speed limit, speed bumps, zebra/ pedestrian crossings. As a road used by many children walking to and from Christchurch School, the current set up would be unacceptable. The



road is also almost too narrow at points for a free flow of two-way traffic, especially with larger vehicles.

### **Monday 12 August to Friday 16 August**

#### **Comment #85**

I welcome any plan that would make the centre of town more pedestrian friendly. However, as a resident of New Road I note that traffic will increase dramatically with any option. Any plan to redirect traffic down New Road must come with additional measures - 20 mph speed limit, speed bumps, zebra/ pedestrian crossings. As a road used by many children walking to and from Christchurch School, the current set up would be unacceptable. The road is also almost too narrow at points for a free flow of two-way traffic, especially with larger vehicles.

#### **Comment #86**

I prefer the one-way system that was in place during COVID. I don't believe bus gates will be effective. Plus, traffic calming on new road and elsewhere. I am tired of vehicles threatening my safety by driving and parking on pavements. Please do something and stop endless consultations.

#### **Comment #87**

It's got to be option A BUT with camera enforced 20MPH on New Road. Actually, it is 20Mph from Sainsburys to the Fish and Chip shop (why can you increase speed at the very point where the pedestrian numbers increase? So, I would like to see the entire town with a 20MPH limit as a one-way system would keep traffic flowing a lot better.

#### **Comment #88**

Please please go with Option C as

- roads can be used flexibly and share the town's traffic burden.
- It helps with pedestrian safety and pollution.
- It was recommended by independent experts Atkins Realis who should rely on. Do not pursue Option A as
- It forces all south bound traffic through heavily populated residential areas and key pedestrian routes, increases pollution and noise levels.
- It means a longer drive with no choice to use the shorter Mason's Lane route even when it's quiet. Overall Option A was dismissed by Atkins as it doesn't achieve our traffic objectives.

#### **Comment #89**

As a resident of BoA, I appreciate the need for us to reduce traffic and to improve safety in our town. However, as someone who lives on Springfield Rd, I object to the issues a one-



way system will result in. This includes increased traffic, pollution, noise and potential devaluation of current property values. I am also extremely concerned about the excessive speed vehicles travel between the garage roundabout, past the green, to the next roundabout. I ask that traffic measures are formally considered e.g. speed bumps, traffic lights, speed reduction signage, in order to protect our children.

**Comment #90**

Option A is by far the most sensible and workable option.

**Comment #91**

Bring in the one-way system as it was during COVID.

**Comment #92**

Bring back one way system and see if it helps again.

**Comment #93**

I still believe that option A, similar to the Covid social distancing is the best way forward. I cannot see whether option C would have any significant benefit for drivers, cyclists or pedestrians. I am uncertain about the benefits of a bus gate with option A. Whilst I appreciate that changes to bus timetables would be necessary and may increase theoretical journey times, in practice I suspect the difference would be quite negligible. Ideally there should also be a reduced weight limit on Town Bridge, a 20-mph speed limit and ultimately a new footbridge.

**Comment #94**

The suggestion that option C is a nonsense. Reinstate the covid one way system using the money for the bus gate (the D1 in covid and now the D1X has proven that Masons Lane is usable by the bus) and spend the money on traffic calming in New Road. This is the obvious and simple solution.

**Comment #95**

I too consider Option C to be unsuitable for our circumstances. From what I can divine from observing other bus gates in operation, I really can't see how one could possibly operate successfully in Bradford.

**Comment #96**

The idea of a 'bus gate' in Silver Street is unworkable in my opinion. There are often delivery vans/lorries on the hill which are likely to impede buses' progress. I would favour a one-



way system like the one we had during the pandemic, with some traffic calming measures in New Road.

**Comment #97**

For any solution to work, it has to remove the conflict at the Market Street/Silver Street roundabout from where all congestion radiates. The only way of achieving this is to make Market Street one way up. Without doing this the problem won't be solved and you will be wasting our money.

**Comment #98**

With option C, drivers will enter the top of Masons Lane not knowing that there is a long queue of stationary traffic in Market Street (with engines running) waiting their turn to enter the Swan gap owing to the proposed priority system. It could be more hazardous and polluting than what we have now! A trial of Option C is essential asap. In my view, Option A is probably the only sure way to save the town centre.

**Comment #99**

I think option A is the best.

**Comment #100**

The one-way system is not a viable option because it is based on pandemic traffic, which was almost nonexistent. This will also disrupt bus routes and emergency services access and response times as well as negatively impacting those BOA residents on the proposed route. A one-way system simply moves the traffic problem to a more residential area, and also speeds the traffic up which means you will encourage MORE - Sat Navs will pick it up as the fastest route, you will be ATTRACTING MORE through traffic. Toll the bridge, build another footbridge, & consider BOA RESIDENTS - not drivers.

**Comment #101**

We favour the one-way system scheme that was in place during the COVID pandemic The Lock Inn

**Comment #102**

The one-way system up Market Street worked really well for the town during Covid so should be brought back now.

**Comment #103**

Definitely the full one-way system worked best. Please choose that one





**Comment #104**

My ambulance driver asked when the one-way system is coming back. It worked for them, and it worked for us. Living on the town bridge we are very aware of the traffic. Keep the traffic flowing. One way, the only way please.

**Comment #105**

Option A worked very well when tried before with few queues at the roundabout because there was no traffic coming down mason's hill.

**Comment #106**

What is the objection to the one-way system as in place during Covid? Speed bumps could be placed strategically where there is a fear of speeding abuse!

**Comment #107**

The consultation confirms that Option C doesn't have majority support. The Bus Gate proposal is unproven and raises many concerns. There are serious unanswered questions about why the traffic study was allowed to include it, without documented reasoning from anyone, wasting time and money. The majority want a simple one-way system with improved safety included. It is very disappointing that 4 years on from the defacto trial of a sensible solution, we are still suffering unnecessarily. Action is needed now to install a working one-way system, which can be enhanced as necessary over time.

**Comment #108**

I am convinced that a one-way system up Market Street and down Silver Street will afford a balanced approach to the improved flow of the traffic in the town and improve pedestrian safety.

**Comment #109**

My wife and I have previously informed the council of our views on the three options. This message is just to say that our views remain the same that Option A (as per the covid system) is the preferred option. Even though we live at Tithecote Manor Estate and option A would be inconvenient it is considered that for the town option A is the best solution. **Greg and Jane Baker**

**Comment #110**

I am in favour of a one-way system similar to the one used during Covid. The wider pavements improved pedestrian safety and kept the traffic moving. If this was



implemented, it would be important for there to be a 20mph speed limit and pedestrian crossings at the junction between Newtown and Market Street and also just before the town bridge at the roundabout. Option C could be a compromise but not with bus gates on Silver Street. The D1 and other buses could go up Masons Lane, turn right down Mount Pleasant, and turn round Springfield roundabout. Some buses already go up Masons Lane.

#### **Comment #111**

Let's go with Option C as it

- Allows roads to be used flexibly and shares the town's traffic burden.
- Helps with pedestrian safety and pollution.
- Was recommended by independent experts Atkins who we paid for and should rely on.

Do not pursue Option A as it

- Forces all south bound traffic through heavily populated residential areas and key pedestrian routes, increases pollution and noise levels.
- Means a longer drive with no choice to use the shorter Mason's Lane route even when it's quiet.
- Overall Option A was dismissed by Atkins as unable to achieve our traffic objectives

#### **Comment #112**

It is clear that the best option is the simple one. The one-way system that operated during Covid. It would be economical, simple to install, and any tweaks could be dealt with as necessary. There is clearly not enough support for Option C and the bus gate which seems overly complicated. A shame that so much money has been wasted on the Atkins consultation. Reinstating the simple one-way system would be effective and equitable for all residents.

#### **Comment #113**

New resident to BoA. 2-way traffic on Market Street is dangerous, esp. as roundabout at the foot has right of way for uphill, but meets downhill traffic, which have gathered momentum and poor visibility of bridge flow but have the benefit of a slim pavement for width. Uphill traffic is left suddenly squeezed, even when they have right of way and there is no pavement on their side to offer easement. As a pedestrian walking downhill at the top of Market Street I have had my wrist knocked by passing reckless downhill drivers - ONE WAY uphill only until Newtown junction - the only sane option.

#### **Comment #114**

Why can't there be a path alongside the bridge the same as the beehive?

#### **Comment #115**

I am completely in agreement with the one-way system which was in place during COVID. This worked well, the flow of traffic was consistent. Additional measures to ensure the



safety of pedestrians would be appreciated especially in the bridge area which is completely not safe!

**Comment #116**

I have responded to the survey but would like to share an experience from yesterday. We were walking downhill on Silver Street with my 2-year-old grandniece and a bus was coming uphill. It was on one of the slight bends and when the bus turned about a foot came directly across the pavement, endangering my 2-year-old. An uphill bus gate may still result in this happening. Also, I wish to reiterate the great need for the 30MPH sign on the Holt Road to be pushed back to at least the cemetery gates. Many young families cross there opposite the allotments and 50MPH is way too fast. Cheap to do.

**Comment #117**

Please do not sacrifice the residents of New Road simply so that people can drive through our town at higher speeds. During the 1-way system on New Road: constant high-speed traffic, hard to cross, near misses with children and elderly crossing for the shop and to get to school. There are NO safe pedestrian crossing points or traffic calming measures on New Road. Motorists already drive too quickly down the road. The turns from Woolley Drive and Woolley St. onto New Road are especially dangerous with parked cars and restricted views preventing the view of oncoming traffic from uphill.

**Comment #118**

One way system is only a sensible solution. Up Market Street and down Silver Street. With bus gate on Silver Street to allow buses to go up if that's necessary. Anything else especially "pinch points" will just make the traffic problems worse.

**Comment #119**

The proposed one-way system will only shift the problems to an area that is highly populated with families, children and the older generation. The increased traffic volume will worsen the air quality and health of families, and it will put children and others safety at risk as the roads are highly used for crossing the roads to school and other amenities. The increased traffic volume in a highly populated family area puts lives at risk, will increase noise pollution and decrease the desirability to live in this area. Option C is the only option.

**Comment #120**



Let the data speak for itself! Option C is the right response for the long term - The data tells us this. Despite 58% of respondents thinking the one way was best the reality is choosing the thoughts of just a few who bothered to respond from across BoA rather than letting the data speak for itself would be the wrong choice for the wider community. It's the same situation we had with the bridge that never was. Just a few people protested, and the result was no bridge which was desperately needed. It's the council's job to make decisions on what the data tells us for the long term good.

**Comment #121**

OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A  
OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A  
OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A  
OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A  
OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A OPTION A  
OPTION A

**Comment #122**

Pavement widening across the bridge is essential. I have been hit several times by wrong mirrors! A one-way light system? Bradford on Avon Town centre is currently very pedestrian unfriendly and that needs to change.

**Comment #123**

I have participated in the debates for years and studied the report and simulations. It still seems to me that the best scheme is the one-way system: up Market St/Mason's Lane, down New Rd/Silver St. A new factor is the recently introduced D1x bus route which shows there is no problem with buses going up Market St/Mason's Lane. If the D1 still needs to go up Silver St, a once per hour bus gate should be fine.

**Comment #124**

Option A would keep the traffic moving most effectively, improving air quality.

**Comment #125**

Nowhere in this consultation is there any mention of how traffic can be dissuaded from coming through our lovely town. The only objective it seems is to ease the already excessive amounts of traffic that abuse the convenience of avoiding other routes to drive through our town speedily. Any scheme decided upon will not abate the problem, which is, "The Traffic". The easier the journey the more traffic we will suffer, whichever route it is



directed too. Above all else is the wanton destruction and appearance of our beautiful town which is admired by people from the whole world.

**Comment #126**

An increasing volume of traffic is using Holt Rd as residents have seen over the last five years, making crossing difficult and dangerous. During Covid, it was extremely difficult for residents and commuters to get onto the new roundabout because the endless stream of cars coming down New Rd had virtually nothing coming up from the town. Traffic lights would be better than the roundabout. Secondly, traffic going towards Silver St travelled faster because there was no danger of meeting any vehicles coming uphill. This was dangerous and noisier. Speed cameras would improve driving.

**Comment #127**

It's now been 4 years since the successful one-way trial. Since a high number of respondents favoured a scheme based on this, let's develop that to include pedestrian safety features, -speed calming in New Road, and approaching the Dandy Lion crossing, - pavement widening in Silver Street and Market Street. The number of folks inconvenienced by not having the bus gate is very small. Finally, let's not delay by even more public consultation and make this decision.

**Comment #128**

A one-way system taking traffic up Masons Lane and down New Road as has been in place several times over the years is the only scheme worth consideration. Traffic flow is very good under this one-way scheme which helps alleviate pollution from vehicles and pedestrian safety is improved. Do not lose this opportunity to rectify traffic problems in Bradford on Avon.

**Comment #129**

The only sensible option is a one-way system similar to the scheme in place during Covid. The other options are a recipe for more chaos than there already is.

**Comment #130**

I cannot see the idea of priority one way on Market Street will work. Has anyone thought about what happens to cars coming from Newtown and wanting to turn right? Personally, I thought the one-way scheme worked well but there needs to be as much encouragement as possible for people not to use their cars at all.

**Comment #131**



Plan A has been trialed successfully during Covid. How much money has been spent subsequently on looking at solutions? Action will be welcome.

**Comment #132**

The one-way Covid system turned the town into a racetrack and doesn't fulfill criteria. Access to and from church st was arduous and involved a full loop to go toward Trowbridge. Slowing and deterring through traffic is my preference. Option c best delivers this.

**Comment #133**

Simply the best option is to go back to exactly what we had during lockdown... it worked. This will also give an opportunity to widen the pavements throughout town.

**Comment #134**

Just use the system you used during covid - it worked - the majority of residents preferred it and have been asking for its return ever since. why is this all taking so long - with the Warminster Road closing on 12 august for 6 months delayed decision making isn't helpful.

**Comment #135**

I think if it was clear that people don't need to wait at mason's lane to allow for traffic in other directions traffic would flow so much quicker. Unless a huge van is coming in one direction two normal /SUV can fit through at both pinch points, but people continuously wait holding traffic up.

**Comment #136**

Why is the new bus service using Market Street and Masons Lane when there are no bus stops on this route? Why not follow the New Road Silver Street route? Using Masons Lane and Market Street adds to congestion. We need the one-way system as during Covid please.

**Comment #137**

Nothings perfect but best is one way a la Covid time.

**Comment #138**

I prefer option c. My asthma is worse when we have the option a version. The fumes from vehicles trigger my asthma so I deliberately avoided living on a main road but the fumes from new road carry over into Woolley. Option A will mean huge commuter traffic in one direction and is not realistic to compare traffic in Covid!

**Comment #139**

Implement Option A as soon as possible.

**Comment #140**

I thought the 1way system introduced during the covid pandemic worked really well & should be reintroduced. The traffic flowed freely, it was a simple system & the traffic was able to move through town without tailbacks -so less pollution, road rage etc. Any other alternative will cause congestion, confusion & danger to pedestrians. I am amazed that the road system consultation was not considered along with the consultation regarding a new pedestrian bridge. Bring back the covid one-way system.

**Comment #141**

A One-Way system similar to the one in place during the pandemic will be best for everyone who lives in and drives through our town.

**Comment #142**

It would be great to have the one-way system reinstated to keep traffic flowing. Sometimes can take a long while to get through the town and home.

**Comment #143**

I guess it is none of my business because I left BoA five years ago to live in Spain. However, in my opinion, as a former resident of Market st, I think it is important to improve traffic flow in order to improve the air quality and pollution caused by virtually stationary cars spewing out their fumes.

**Comment #144**

This is not directly related to the above options of which any would be an improvement. I would like to see a car club scheme in Bradford on Avon. If this existed, I (and many others) could give up my car completely. Thank you for getting this far with it all. Hope exists after all these years!!

**Comment #145**

We need a scheme akin to the one that operated during the pandemic, which operated very well (we live on Market Street). The local taxi firm has given very positive feedback to returning to the pandemic model. Traffic moved smoothly thus reducing pollution from traffic idling and stopping/starting. Pavements could then be widened in the interests of



public safety and/or a cycle lane could be put in place if space permits. Thank you for listening.

**Comment #146**

I think that pedestrians, particularly visitors, are far safer with traffic going one way past the Swan and up Market Street and one way down Silver Street. Pavements don't need widening, although that would be nice, but expensive!

**Comment #147**

OMG! This has been discussed for years. The locals said no to the bridge paid for by the developers. The council asked, despite having planning permission, for people's views AGAIN! Huge mistake. We all want improvement but too many people have opinions. You will never please ALL the people from BoA! Just be brave and do what the experts think is right. Stop asking now. It really is getting dull. Make it, whatever is recommended, happen. If it doesn't work, change it back. The alternative is to do nothing and pass the same issue to the next generation when we all die! Please!

**Comment #148**

One way system is surely the only option. Traffic congestion is horrendous and with double-decker buses extremely dangerous for pedestrians.

**Comment #149**

Simpler, more elegant solution which puts pedestrians first would be traffic lights on each of Market st, St Margarets st and Silver st; no parking on St Margarets st or Market st (allows space for emergency vehicles) and a SINGLE CENTRAL LANE for traffic on the town bridge. Traffic lights work in rotation, allowing only one road to flow at a time. This achieves all the objectives; above all provides safety for pedestrians and gives them primacy! No extra bridge, no pavement works required, easy and low cost, reduces traffic volume. [REDACTED]

Whitehouse, 13 Regents

**Comment #150**

You can't please everyone but there is no doubt that the vast majority are pleading for reinstatement of the one-way system...PLEASE LISTEN!

**Comment #151**

Please no more meetings, presentations, surveys, time to decide it's been years best option is a one-way system. Just do it. enough talk



**Comment #152**

Slight tweaks will only move the problem from one area to another, long-term planning is the only way the problem can be solved unfortunately this means the long-forgotten bypass.

**Comment #153**

Option A is preferred, it will keep traffic moving and hence improve air quality. A pedestrian crossing (without lights) at the north end of the town bridge would steady the speed of traffic.

**Comment #154**

Only option A is viable - a one-way system. It would then be possible to widen the pavements. The 'experts' recommendations that involved narrowing the pinch points in Market Street are ridiculous. If the Old Golf Course gets planning permission- there will ultimately be even more traffic traversing the town. The implications of the knock-on effect of traffic causing frequent queuing on Frome Road was not taken into account by the 'experts' either. Traffic needs to be able to run smoothly through the town to prevent such queuing which makes walking into town very unpleasant!

**Comment #155**

Implement the scheme rapidly put in place for covid. It worked very well and seems to be preferred by most respondents. Just get on with it.

**Comment #156**

The only thing needed is a bridge for walking next to the town bridge. Pinch points will not work as we basically already have them where people think two cars can't fit but in fact can. One way is just going to cause more traffic through Springfield like it did in covid and it was not practical either. Where we do need bollards is along Trowbridge Road between the petrol station and culver road to stop cars mounting the pavement.

**Comment #157**

Looking at the recent traffic chaos in the centre of town, if we had a one-way system akin to that employed during COVID I consider the traffic would have kept moving and avoided having a bottleneck.

**Comment #158**



BoA Councils' offering of Only Option A & C will bring in a one-way system in both offerings that will result in the Covid Restrictions sending a continuous and massively increased stream of vehicular traffic down New Road. This hugely impacted those more numerous residents who live on or close to New Road in comparison to the less populous Market Street & Masons Lane. The Covid temporary restrictions demonstrated the likely impact that would arise from forcing traffic down New Road to access the likes of Trowbridge, Melksham & further afield. Only the discarded B Option would be fair.

**Comment #159**

Option A is the one to go for which will maximise pavement widening and safety.

**Comment #160**

I am definitely in favour of Option A, the one-way system on Market Street and Silver Street because we know it worked. It has been tried and tested for many months. Even the Ambulance service commented on how well it worked.

**Comment #161**

I strongly support the implementation of Option A which has been shown, since the pandemic, to be the favoured option of BoA residents. I am a regular bus user and the proposal for a bus gate on Silver Street should help what is after all only an hourly service! I feel that the town council has ignored the views of the majority of those submitting comments regarding traffic solutions. It would be interesting to see the Council's comments regarding the diversion of traffic whilst the A36 is closed. It may be a Highways UK and Wiltshire scheme, but BoA town council will be held responsible.

**Comment #162**

With the A36 closure, Bath's clean air zone, under occupied double decker buses, more emergency vehicles, proposed extra housing and future (partial) closure of Masons Lane in Autumn = more traffic and more air pollution, now and in the future. Who would want to walk/cycle/visit BOA when it's like this?!! If we can't do anything about the volume of traffic, then air pollution has to be a priority - keep the traffic moving, restrict heavy vehicle access. The Covid solution worked, and we need something to be done urgently.

**Comment #163**

OPTION A please. Item C will cause chaos at the Bath road roundabout to Masons Lane with queuing traffic on the Bath Road and Winsley Road if right of way given to upcoming traffic on Market Street with the added fumes of standing traffic, 'bus gates' on Silver Street



with traffic lights is also a bad choice. More flashing speed signs are needed throughout town especially Trowbridge and New Road + zebra crossing on New Road

**Comment #164**

Option A is my preferred. I understand it will make the bus slower but reduced traffic and better air quality is more important for residents and children. This option will hopefully make people avoid BoA as a through route and encourage people to walk, not drive.

**Comment #165**

If the council are unable to reduce the volume of traffic without a wider plan from Wiltshire CC, then managing the already high volumes efficiently is key. Forcing more traffic to use Market St as per option C, with a narrowing at the bottom will increase traffic congestion & poor air quality. Reverting to a one-way system keeps the traffic running smoothly through and out of the town. Consideration should be given to reducing the speed of traffic on the redesigned route to accommodate households and pedestrians that will be affected - of which I am one. This is still the most sensible option.

**Comment #166**

Thank you for this opportunity to comment. In my view the best way to solve BoAs traffic congestion problem, improve air quality and increase pedestrian safety is to put a one-way system in place similar to that used during the COVID pandemic. The closest to this is Option A although the idea of a bus gate on Silver Street is simply not feasible. Option C will not work. It will, if anything, create more congestion on both Market Street, Masons Lane and Silver Street - the worst of all worlds.

**Comment #167**

I totally agree that option C is terrible! the result would be gridlock going up Masons Lane I totally agree that Option C is unsuitable! The result would be gridlock going up Market St/Masons Lane as well as coming down. And if some folks are not too good at handbrake starts the result will be carnage. By far the best option is a one-way system as in the pandemic which worked well. The best solution of all is a Bradford bypass!

**Comment #168**

Focus on pedestrian safety. Reinstate the one-way system with no bus gates and maximise wide pavements. Add traffic-calming measures, crossings, 20mph zones in areas across town to improve safety everywhere.

**Comment #169**

The one-way system, Option A, operated successfully during Covid and has to be the best solution. Options B&C maintain Market Street as two-way which will not reduce traffic congestion. Arguably the existing yellow box junction at the bottom of Masons Lane is a 'traffic calming' measure, drivers do not know how to use it correctly, contributing to congestion. Residents' safety should not be compromised for bus travel. The scheme should include traffic lights on either side of the town bridge assisting pedestrian safety and negate the need for a pedestrian bridge.

**Comment #170**

Having reviewed the options for the Bradford Traffic scheme I believe Option 1 should be recommended. Option 3 provides for preference for traffic going up Market Street. As all traffic coming over the river bridge will be directed up the hill there will be little time for traffic coming down as they will always have to give way. This will cause major tailbacks onto the Bath Road and New Road, especially during busy periods. The one-way system (Option 1) worked particularly well during Covid, as there is no conflict of movement in Market Street or Silver Street.

**Comment #171**

A one-way system with safety & other mitigations is the best way forward to help with pedestrian safety, safer enjoyment of the town for all, & maybe easier flowing traffic. Traffic going uphill in Market St, & around New Road & down Silver St. Some may complain but fairer distribution of traffic is worth it & we desperately need a solution that benefits everyone in our town.

**Comment #172**

1. Insufficient emphasis has been put on lowering the speed limit in the centre of the Town, one only has to be in the Town at night to see how fast some cars speed through the Town.
2. Little consideration has been given to Behavioral Science e.g. how when there is a hold-up in Town drivers find alternate routes, conversely if traffic is flowing more smoothly this will result in more cars travelling through.

**Comment #173**

I would like to see option a in place which worked well during covid.

**Comment #174**

The covid time one way system is the only system that will keep traffic moving and stop congestion in the town. There must be good evidence that Bradford needs a bypass as



congestion is always one of the main negative's visitors talk about when visiting our town. Also, the emergency services find it extremely difficult to get through Bradford. It would improve everyone's lives, both locals, visitors and people trying to get from A to B without having to get stuck in Bradford. The town would become a much more pleasant place.

**Comment #175**

Option 1 is the only feasible option for Bradford on Avon in our opinion. Option C will not help the town's traffic problems we think. We definitely need the 1-way system back. We have lived here for over 30 years, and the situation has been getting worse and worse during that time. **Judith and Laurie Rider**

**Comment #176**

The one-way system that was introduced for the pandemic should be reintroduced. It would be very short sighted to put road narrowing in place unless it was easily removable in case of an emergency road closure and a temporary reinstatement of two-way traffic in the unaffected area.

**Comment #177**

I was one of the majority of the town who went with option A, and you have failed to give any viable reason as to why this option is not being considered and why you wish to go with the minority of people who went with option C (why bother asking people!). Surely as a council you should be representing the majority of the town, which by your own surveys suggest Option A - so instead of wasting time and money on pointless consultations that you don't listen to, why don't you actually implement what is best for the town.

**Comment #178**

Option A is preferred but neither A nor C will reduce the volume of traffic. A will make the flow easier, and C will create congestion.

**Monday 19 August to Friday 23 August**

**Comment #179**

Do not proceed with Option A. This will cause a significant and harmful increase in traffic intensity and congestion to the northern residential areas of Town. The one-way system installed during lockdown clearly demonstrated this as does the costly modelling produced by AtkinsRealis. The core problem of high traffic volumes passing through the Town is not being resolved or addressed by any of the Options presented. 'Do nothing' was



shown to perform better when appraising the 3 main aims of the modelling study. Accordingly, BoATC would be negligent pursuing the worst performing Option A.

#### **Comment #180**

We would opt for Option A during the pandemic, this is particularly relevant as the current traffic issue is doubtless due to the A36 problems at Limpley Stoke and should have been put in place before the A36 closure was put in place.

#### **Comment #181**

Having lived in Bradford on Avon for over forty years, I feel well enough informed to say that a full one-way system is the ONLY sensible way forward. Over the years I've witnessed a one-way system from time to time for road works/Covid etc. and IT WORKS, simple as! Straightforward, simple, no confusion and everyone knows where they are supposed to go. With option C, there will be some inconsiderate drivers, in a hurry maybe who will not respect the need to give way to upcoming traffic or maybe they just won't read the signs leading to potential accidents.

#### **Comment #182**

I think the best solution is a one-way system similar to the one we had in lock down without the bollards.

#### **Comment #183**

- None of the three options as suggested by AtkinsRealis should be accepted
- Market Street, Masons Lane, B3109, B3107 and Silver Street should be made one way to form a ring road
- The existing two footpaths on the town bridge should both be removed with the road being widened to accommodate cyclists
- A new pedestrian footbridge, not for cyclists, should be built from the library car park to Kingston Square
- A new pedestrian crossing should be made on the north side of the town bridge connecting Bull Pit with Bridge Yard

#### **Comment #184**

It is of real concern to see the Options being considered adversely increase the intensity of traffic towards residential areas around Christ Church Primary School and St. Laurence Secondary school where pupils walking and cycling to school will be placed at increased danger. This seems wholly counter intuitive to the concerns of improving pedestrian and cyclist safety and air quality. Without addressing Traffic Volume as the causal problem, there are no viable options presented that resolve traffic congestion without causing other consequential harm and congestion elsewhere in the Town.

**Comment #185**

Please do not proceed with Option A. This will cause a harmful increase in traffic intensity and congestion to the northern residential areas of Town. The costly modelling and the one-way system installed during lockdown clearly demonstrated this. Concern is raised that the problem of high traffic volumes passing through the Town will remain and subsequently increase. None of the Options presented resolve the main aims the study was intended to address. 'Do nothing' is shown to perform equally as well if not better than the three modelled Options in the study.

**Comment #186**

100% the one-way system was by far so much better to look at the traffic this week since the A36 is closed and everyone is now travelling through again! There is no question one way system ASAP no comparison it would be flowing freely if this was already in place it's such hard work all the time enough of debating just get it sorted!

**Comment #187**

I believe a properly designed one -way system, like that which was very successful during covid, is a very good starter. However, I also believe a wider river bridge is essential to both widen the carriageway and make it safer for pedestrians. **Brian Derrard Upper Westwood**

**Resident**

**Comment #188**

As close to the COVID scheme as possible please - it worked.

**Comment #189**

Residents of Whitehill (and delivery vehicles and genuine visitors to homes on Whitehill) MUST BE ALLOWED TO ENTER WHITEHILL FROM THE TOP from Mount Pleasant and New Road. In 1980 when 25A and 25B were built it was recognised BY THE COUNCIL IN WRITING that entry to these two homes could be affected without damaging vehicles ONLY BY DESCENDING THE HILL because of severe gradients and limited turning angles.

**Signed by homeowners Dr GT Meaden, Mrs. AJ Meaden and Mrs. P. Ellis**

**Comment #189**

One way system will not work. Traffic volume needs to be reduced. Build a bypass & reduce weight limit on town bridge to 71/2 tonne.

**Comment #190**



Option A is ideal. When a one-way system was introduced a couple of years ago it worked 100%

**Comment #191**

Need to return to one way system. Should never have got rid of hatching by Swan Hotel

**Comment #192**

One of the major obstacles to buses maintaining their timetable is the number of vehicles parked in such a way as to obstruct their progress, primarily on any route which is designed as two-way. None of the schemes proposed appear to address this issue and the one-way scheme during the pandemic appeared to increase the problem due to the extra traffic using New Road. Parking restrictions must be included within the plans.

**Comment #193**

The original one-way system worked well. This keeps traffic moving through the town, reducing pollution and makes it safer for pedestrians crossing roads and provides more opportunity to widen the pavements.

**Comment #194**

Like many, I would prefer a full one-way scheme. I am hugely disappointed in the timidity of the proposals and of both county and town councils' lack of urgency and leadership on the traffic problem in town. If we have to start with a more modest scheme, however, that's better than nothing. Walking through town is plain scary and I worry hugely about my young son's safety. Please do the right thing and prioritise pedestrian safety over traffic times. It's time to start caring about residents, not just visitors and motorists. Thank you.

**Comment #195**

The one-way system introduced during the covid restrictions worked well and maintained a superior traffic flow through the town with the added benefit of improving pedestrian safety. I consider therefore that Option A should be adopted without further delay. This should be possible as the covid one way system was introduced overnight.

**Comment #196**

Would like to see a one-way system similar to that imposed during the covid lockdown with necessary safe crossings and other measures to ensure the safety of pedestrians. The volume of through traffic really necessitates a pass to satisfactory deal with the problem.

**Comment #197**

Plan A please - it really made Bradford on Avon better.



**Comment #198**

option B the best option leave as it is now. No need for another controlled crossing near the junction would cause more traffic delays. The best and only option is to build a bypass, Bradford is such a small town with 20th century roads not fit for the 21st century traffic demands.

**Comment #199**

I'm not from BOA but visit the lovely town regularly and have today the COVID one way system was absolutely brilliant and would love to see it implemented. Everything flowed with no chugged-up traffic. Hope this is adopted as soon as possible.

**Comment #200**

I am supportive of Option A which, if I remember correctly, is similar to the system introduced during lockdown. It makes cycling up Masons Lane more pleasant as lack of queuing cars on the downhill side means cars can overtake a slow cyclist safely. I would, however, ask that cyclists be allowed to travel south on Market Street to encourage sustainable travel. Can I ask that should Silver St be made one-way that cyclists be allowed to travel east? These arrangements are quite common in cities to encourage cycling. Peter Moss, Chippenham

**Comment #201**

If the costly Atkins study recommended option C why is the council recommending option A? Please choose C as It allows us to use roads flexibly and share the traffic burden. It is the least bad for safety and pollution. Please do not pursue A as it forces all traffic through residential areas and key pedestrian routes, increasing pollution and risk 24/7. It means a longer drive with no choice of the shorter Mason's Lane route even when quiet. and was not recommended by Atkins."

**Comment #202**

Option A

**Comment #203**

I would prefer the one-way system that operated during Covid times over any of the three options considered in the study. It seemed to deal with the main problem points better than I think any of the other options could.

**Comment #204**



Measures to aid pedestrians can inconvenience traffic, and vice versa One-way traffic will multiply the impact of any stoppage on the total circuit. Status quo is the least bad option.

**Comment #205**

As a pedestrian with some difficulty in walking I cannot believe that the usual route to the PO in the Co-Op relies on walking across a narrow bridge brushing shoulders with others going in the opposite direction and tourists blocking the way taking photos. Meanwhile a step sideways puts one in danger of being hit by a car or truck. And yet year after year nothing is done to solve this outstanding danger to all BOA residents.

**Comment #206**

I fully support the one-way scheme (A). Whilst nothing is perfect and our ability to redesign the street footprint of our beautiful historic town is almost non-existent, I cannot see an alternative (apart from a bypass) providing a quantum improvement in the town centre. Item C will unnecessarily complicate things and therefore doomed to failure. We have to also be careful that the concerns of the few do not outweigh the benefits to the many. Do the right thing now - a one-way system. Please don't sacrifice some "concerns" of the few at the altar of the benefits to the many

**Comment #207**

Option A

**Comment #208**

I favour Option A. It would also reduce rat running traffic through Wine Street, Newtown, Turleigh and Winsley.

**Comment #209**

A is by far the better option. But if option C is chosen, please can we widely publicise that people should come DOWN New Rd and UP Market Street to enable the traffic to move? Maybe contact Satnav suppliers also?

**Comment #210**

Option A is the best option. Firm no to B C has the issue that the upper pinch point on Market Street will effectively cause most south bound traffic to follow the route of option A by diverting through New Road and Market Street, including most of St Lawrence school traffic. Better to formalise this and deal properly with the increase in traffic down New Road with speed restrictions

**Comment #211**

Struggling to understand why, after lengthy town wide consultation and expensive traffic modelling, this might come down to a "popular vote"! I favour Option C, (with bus gate modification), determined by Atkins as best serving the towns identified priorities. This allows a more useful and effective distribution of traffic and is both environmentally and publicly more helpful. At best Option A can only serve one of the three priorities determined by the public consultation, to adopt this would fly in the face of the other two identified priorities which will be significantly exacerbated.

**Comment #212**

I appreciate all BOA town council have achieved to get to this point. Please please implement OPTION A Thank you Resident of Turleigh

**Comment #213**

Option C is daft. The best solution is to reinstate the one-way system used during COVID and build wider pavements on market street as a result.

**Comment #214**

Option A is most suitable. Bus gates have not been successful in many places where they have been trialed already. Bus companies can work out a new route.

**Comment #215**

The COVID style one way system is best by far. It's been tested and it works.

**Comment #216**

Don't change any routes, just put a 20mph limit in BOA with camera enforcement, people will naturally avoid, reducing emissions and making it safer for pedestrians.

**Comment #217**

Option A is the most sensible.

**Comment #218**

Option A is the most sensible of the two available. I think in the long term there should be a toll on the bridge, with the lowest rates for residents.

**Comment #219**



I fully support Option A, with the one-way system on Silver Street and Market Street, together with the much-needed widening of the town centre pavements for the benefit of pedestrians.

**Comment #220**

I want to see option A For BOA towns one way system. This is my preference.

**Comment #221**

I support the town council in reintroducing the one-way system as seen during lockdown, and any other measures to discourage 'through traffic'. BOA is often brought to a standstill by 2-way traffic not being able to pass at reasonable speed on the medieval narrow roads, hence increasing congestion, pollution and endangering pedestrians and cyclists. An important point is that most of the traffic in the town is through traffic from Bath to Trowbridge and vice versa (including lorries, vans etc.), not local residents. Most of us either walk or cycle when in the town. Ideally, we need a bypass!

**Comment #222**

Please can we have the one-way system back? It works and the traffic flows so much more easily than the usual bottleneck. This is now desperate with the closing of the A36. Last week the traffic was queued right up to the castle pub so traffic approaching the roundabout from the other 2 directions was gridlocked. Add to this the lorries that now seem to be using the town instead of the diversion it is carnage. The town is being spoilt by the amount of traffic passing through but at least with the one-way system it does keep moving.

**Comment #223**

Option A - if that is what happened during COVID - best option - it worked well. Will cyclists be expected to use the new system? Can this be enforced? Bus 'Gate' - no - really difficult to navigate for anyone with impaired vision and Guide Dogs are, currently, not able to navigate this [REDACTED]

**Comment #224**

I recommend Option C. This is the recommendation from Atkins, and it fulfills the three traffic priorities for the town. The other options will increase traffic, noise and pollution along the roads where children will be walking to both a primary and secondary school.

**Comment #225**

Any scheme which allows traffic down Market Street will not solve the congestion issue. Off Market Street was one way up hill, the Market Street/Silver Street roundabout will have far simpler priority which will allow traffic to flow far more freely and solve most problems the town traffic has.

**Comment #226**

Option A with no bus gate is the preferred option of all residents at 2A Bradford Rd, Wilsley. We all miss the Covid layout and thought it was best for the town. Rob Linham.

**Comment #227**

I am in favour of option A and think option C is unsuitable. The one-way system that operated during Covid worked very well and option A is similar. The safety of pedestrians crossing the town bridge is essential. I do not think a bus gate is a good idea.

**Comment #228**

The traffic ran smoothly in the pandemic, the difference between getting from the top of the hill to Trowbridge Road was 5 minutes then and now sometimes 25, and with the buses and coaches going up the hill and getting stuck as it's too tight in certain parts for traffic both ways.

**Comment #229**

Option C has to be the way to go. After all the time and money spent on gathering the town's priorities (20% consultation participation!), and traffic expensive consultants modelling, to now ignore this and look to impose Option A would be hugely undemocratic and unfair to the town. Option A will make both traffic volumes and air quality in Silver Street, and the whole town, worse, and simply serve to appease those who believe only ease of flow is the desired outcome.

**Comment #230**

In my opinion option A would provide very little benefit to traffic flow. Option C is also unsuitable although a little better than A. The only sensible option, providing significant benefits, is the one-way system employed during Covid restrictions. The traffic speed on the new road, contrary to some reports, was not an issue due to the parked vehicles narrowing the roadway. In any case, further calming measures could be considered. I believe it is both disappointing and shortsighted not to have even considered the proper one-way system. BELSTON, BA15 2EF

**Comment #231**

All this expensive consultation could have been avoided by sticking with a one-way system that worked during Covid. The main priority should be having safe and SEPARATE cycle paths connecting town to local villages and paving the canal footpath, so it is safer and more suitable for cyclists as well as pedestrians. Connecting the canal footpath/cycle path from Bristol to Devizes and beyond will attract more cyclists and visitors in a sustainable manner. If you need to bring in consultants bring in the Dutch Cycling Embassy who will design a transport infrastructure that pedestrians and cyclists first.

**Comment #232**

Reinstate plans for Kingston pedestrian Bridge. Go back to one way system. At least one way on market street between church st and silver St.

**Comment #233**

I would favour one-way up Market Street as far as the turning to Newtown which would become two-way. Also, I would like Silver Street to be one-way down. Having a system like this in place while the traffic flow is much higher due to the Warminster Road works would be beneficial at this time. I believe that a 'bus gate' would be a recipe for disaster. I fear that a drawback to a one-way system would occur if roads were narrowed and pavements widened. If bollards are put in to protect pedestrians how would emergency vehicles get through? [Stuart Tozer, 215 Trowbridge Road, BOA](#)

**Comment #234**

Having reviewed ALL options - it is my view Option A best serves the Community (as during COVID) and is the only way to prevent further chaos.

**Comment #235**

It would be good to include and not forget some very dangerous crossings in BoA such as the top of wine street where school children have to risk darting across the road without lights or a zebra crossing or speed reduction measures. There is a danger that we focus too much on the big picture and ignore the low hanging fruit, which carries a very high risk. Any speed reducing measures are well known to be effective in the severity of collisions, especially pedestrians.

**Comment #236**

My personal view is A is the best option, yes it may increase the traffic on new road but overall, it will benefit all in BOA because of freely moving traffic.

**Comment #237**

I believe none of option A, B or C will be an improvement on the status quo. Any one of them could make congestion (therefore air quality, and a feeling of vulnerability for pedestrians) worse. I suggest a 20mph town-wide limit. It requires minimum infrastructure, so it is worth a try. Traffic flow would be continuous but slow, so air quality improved. It sends the right message about quality of life, by putting pedestrians as a priority over vehicles. It would be easy for vehicles to pull aside for emergency vehicles. Sorry I can't attend on 24th September.

**Comment #238**

A full one-way system like the one we had in covid would be suitable. Creating pinch points will increase queues. Part of the current issue is people creating pinch points themselves (the two points on Market St) because they stop when there is actually room for 2 normal sized cars.

**Comment #239**

I'm a BoA resident. The traffic needs to flow through, and a one-way system would help this. Priority/pinch points would delay traffic, increase queues and unfortunately increase road rage!

**Comment #240**

None of the so-called experts' schemes are suitable. I agree with the majority who favour the COVID one-way system.

**Comment #241**

This whole exercise is a shambles. The overwhelming concern of residents, as identified in your own consultations, sees traffic volume as the root cause of all our problems. The various options that you present will all speed up through traffic and will inevitably attract more through traffic - the exact opposite of what the town needs! The Atkins consultants "off the record" all accepted that their schemes would increase traffic volume, and they also said that reducing traffic volume was specifically excluded from their brief. The whole consultant exercise is a disgraceful waste of money.

**Comment #242**



I think option A is the better of the two ideas. This is because during the Covid pandemic the system worked, almost everybody I have spoken to agree a one-way system is necessary. Presently, Frome Road is sometimes backed up to the Sainsbury's roundabout and beyond. Giving free flow to traffic from the town bridge into Market Street would remedy this.

**Comment #243**

I favour a one-way system with enhancements including the widening of pavements where possible, in particular on Market Street. The concerns of those living on New Road need to be taken into consideration whatever design we end up with. We have spent so long talking about and consulting on what the plan should be. Can the council please make a decision and go on with the improvements in line with what appears to be in line with a majority of the town's residents?

**Comment #244**

How can you possibly be considering option A as a valid alternative? Thousands of pounds were spent on obtaining expert advice who recommended option C. Option A increases traffic through a residential area, close to schools, with an increase in pollution. Option C offers flexibility and achieves the town objectives. Traffic in residential areas was increased during Covid when it was quiet. When busy option A would be a disaster. It must be option C.

**Comment #245**

Please implement the scheme that was in place during the COVID pandemic.

**Comment #246**

Option C best

**Comment #247**

I prefer option A where roads only have one way. Makes everything safer and easier as a pedestrian and a cyclist who uses these roads. I'd also love to see a way of totally deterring large goods vehicles from even getting close to roads that really are no longer suitable. Good bicycle parking may also encourage more locals to cycle instead of using cars. Thanks

**Comment #248**





BoA problems are due to the volume of traffic at peak times not its direction. Option A was 'trialed' in lockdown when there was no traffic. Buses going down and back up to get to Bath caused real problems in Springfield. Since then, two housing estates with more than 600 houses have been built. Another 800 cars at least in the area. Option A goes against the experts' recommendation, will cost a huge amount of money and will not solve the problem as local conditions post lockdown have deteriorated further. It would be negligent to proceed with it.

**Comment #249**

I would prefer option A as this worked so well during the Covid pandemic.

**Comment #250**

Design footway widening to be identical for Options A and C, include southern pinch point on Market Street. Design bus gate, using priority control and simple give way markings, allowing 2-way cycling to be identical for Options A and C Introduce Option C under Experimental Traffic Order for 18 months - measures can be removed but they can't be added. Adopt the scheme that experts advise is optimum solution, carry out monitoring, provide opportunity for public views on keep or modify. Demonstrates Council has taken expert advice based on facts, acknowledged public concerns and compromised.

**Comment #251**

I'm unsure as to why The Town Council (TC) keeps moving the deadline for comments. A cynical person might think it's so that eventually they'll get enough expressed views to support what they have already decided they want to do. I have submitted my opinion several times, or maybe it just feels like several times. According to the TC website 400 comments are in favour of a one-way system. Even if those comments were generated by 400 different people that is a minute fraction of the 10,000 plus population of BOA. I don't believe any of the proposed schemes will make a positive difference to

**Comment #252**

A simple one-way system is best, as worked well during Covid. Whilst I appreciate the issues with bus routing, the proposed Option C bus gates would cause new problems, as buses would have to wait on the Town Bridge whilst waiting for downhill traffic to clear Silver Street, thus creating a new cause of congestion and fumes from stationary traffic.

**Comment #253**

I haven't read anything about pedestrian crossing access for either option. New Road would really need a crossing around the middle, near the shop.

**Comment #254**

Although I didn't reply to any survey directly, I have now been prompted by neighbours to give my opinion on the options, I find Option C to be the most reasonable for all concerned and wonder why this is not being pursued as the Atkins report suggested! Final thoughts, let's do the right thing people, the needs of the many (all of BoA) outweigh the needs of the few (those who live on Masons Lane). Live long and prosper. regards **B. Elder a New Road resident**

**Comment #255**

Please stop consulting, make a decision and actually implement it. The town will never unanimously support/agree with the same scheme.

**Comment #256**

The traffic in Bradford on Avon is dreadful. When down on the bridge the traffic fumes are awful, the one-way system used during covid worked well so I think it should re-instated.

**Comment #257**

Option A would be a disaster for the top of town and for the thousands of kids who walk to school along New Road every day. Option C was recommended so that is obviously the option that should be chosen. The people who voted against Option C would have no concept of the situation in New Road so their opinions are not as valid as for those who live in a road whose day to day lives would be dramatically affected by the disastrous Option A.

**Comment #258**

Every time we walk over the town bridge, we feel we are risking our lives. The worst feeling is that you are going have your head smashed by a wing mirror. Surely, it's only a matter of time until someone is killed.

**Comment #259**

I would favour a one-way system on Silver Street and Market Street like the one that was in place during the COVID pandemic and because significant pavement widening would surely make the road too narrow for two-way traffic. The Highway Code states that you should give way to road users coming uphill whenever you can, but very few drivers do so on Market Street. If this remained a two-way street, I wonder how priority for uphill traffic would be enforced.

**Comment #260**



I have lived in many other towns and cities (Ripon Chichester) where one-way circuits are not long and protracted routes round town. Note with one way traffic during the COVID era no 1st responded sirens we heard passing through town. Now all you hear is the sirens making their way through town. You must consider the wider community of postcode BA15. We can't get through BOA on a regular basis because of the stupidity of people who don't know the width of their cars and block or stop at the Mason Street narrows. I really consisted of that by having option A to free up the pavement for pedestrians.

**Comment #261**

Please implement the one-way system used during Covid - it is tried and tested!!

**Comment #262**

With regards to the modelling, it would be interesting to understand what the school opening and closing times do to the model and also has it been tested for resilience when events like the closure of the A36 happen? Anyone familiar with the M25 knows that once there is an incident, the traffic takes many hours to recover.

**Comment #263**

I don't support option A because: 1 It encourages cars to drive through BoA 2 it is environmentally unsound because of the extra miles that cars will be forced to take. 3 A worrying and unsafe increase in the amount of traffic near the two north BoA Schools. 4. If an accident occurs e.g. on Silver St, and the pavement has been widened how will emergency vehicles get through? 5 With the bus gate Option C advocates public transport in the town. 6 Option C is the best compromise and the report from experts recommends it!

**Comment #264**

One way system please (option A) we know it works and it offers the best remodeling options for the town. It would be great to be able to walk around the town, option A would enable this.

**Comment #265**

Having lived here for 40 years I think the town is crying out for a one-way system and a pedestrian bridge across the river. I think option A (similar to Covid) would make the most sense but with added traffic slowing on New Road because I know this got quite busy for people down that way. I know there was a fuss about the foot bridge years ago, but we desperately need one, I can't walk with my children in town without worrying about crossing the bridge.



### **Comment #266**

The basis for the investigation was on 3 points. But they were equally weighted. I believe this is a mistake. There are few bikes in town as it's hilly. And if you put in a one-way system for parking that would protect the pedestrians anyway. By far the most important is the traffic flow and pollution. We need to focus on keeping the traffic moving, therefore a one-way system. Market street is continually backed up to the castle pub. That has to be one way, if it gets worse it will clog up the whole of the top of town. Option C will only exasperate the problem.

### **Comment #267**

All of these scenarios / schemes have been modelled on a perfunctory, data-led basis. Not one has addressed the 'real world' in 'real terms'. Presently, the Town has had the volume of traffic magnified by the closure of adjacent arterial roads (A46/Limpley Stoke) - and I see, nowhere, a scheme that provides for 'emergency management' when such extra (commuter) volume is obliged to traverse the town. Nor has the modelling addressed the impact of pedestrian requirements. Pedestrian crossings (e.g. Silver/Market Street) cause as much a problem (impeding traffic flow) as traffic volume.

### **Comment #268**

As residents in Mount Pleasant the Covid partial one-way system was a total nightmare with a massive increase in the volume of traffic which also impacted on New Road and Springfield Also all these streets are major predestination roots for children accessing Christchurch School. With modern technology the control of through traffic could be achieved to free our town of unnecessary traffic rather than just moving the problem to another part of our town at less cost!! A proper community bus service which allows all our residents to move around our town rather than mainly benefits Sainsbury's.

### **Comment #269**

I would draw your attention to the 3 priorities - Does Option A 1.reduce traffic volume NO 2.Improved pedestrian and cyclist safety - NO cos traffic will move faster 3.Improved air quality NO cos traffic will have to travel a longer distance through town north to south and in close proximity to residential houses The Town Council therefore would be ill-advised to vote for Option A , which would also be against the commissioned independent advice of the Atkins report. 400 people saying what is in their self-interest does not make a good decision.

**Comment #270**

Despite a recent, last-minute resurgence of support for Option A, many of us are fiercely opposed to returning to the pandemic one-way system, and we see the support for it as short-sighted and self-interested. It will turn BoA into a traffic-blighted ring road.

**Comment #271**

Option C is better but was poorly explained. It is not all the time, so keeps traffic flowing on off-peak. This should be mentioned. The lockdown one-way was terrible for us on Mount Pleasant, so I think we should go with the recommended option.

**Comment #272**

I object highly to option A as I feel that the additional traffic along a school route will pose a danger to our children who use that as a school route at what will be the busiest time of the day.

**Comment #273**

The one-way system did not 'work' during Covid times. Traffic levels were much reduced so traffic may have moved smoothly over the roundabout in the town centre, but the resulting queues along Springfield, New Rd & Sladesbrook were far greater than normal. The one-way system simply moved the traffic queues to areas of greater population density. Having spent money on consultants, it would seem most appropriate to follow their expert advice and, if anything is done, go with Option C. Traffic volume is the issue, this has increased with new buildings - a one-way system is not the answer.

**Comment #274**

We should not dismiss a well-considered report and base the decision of people wishing to drive faster through the town! mistakes were made on not agreeing on a plan for a foot bridge, councils sometimes have to make sensible decisions! How will pedestrians cross in town with the constant flow of traffic, already near misses near the centre? The volume of traffic on bridges is already difficult and dangerous for pedestrians that will only worsen. We need 20mph throughout the town, Bath has managed it also lots of towns in Somerset, Stand up to Wiltshire Council on this!!

**Comment #275**

I find this shocking, it's Brexit all over again with emotions taking over common sense - that famous phrase 'people are fed up with experts' comes to mind. The experts, Atkins, have made it clear that Option A doesn't meet the town's priorities, but Option C does. It is the



Town Council responsibility to make the 'right decision', and not the popular decision. Listen to the experts and follow their advice and go ahead with Option C. We'll live to regret option A, and you'll alienate and anger a significant population in town living on the new New Rd loop. Kind Regards, [REDACTED]

**Comment #276**

As a resident of Bradford on Avon for 55 years I have the best intentions for the town. I am not someone who drives through the town and therefore not someone who just wants the traffic to be sped up. Why are people outside of BOA allowed to be consulted. They do not live here. We should be putting in place option C, which is the one recommended by experts. The experience of the previous trial, a full one-way system was horrendous for mental health for those living on and just off New Road. Count the number of residents and households affected by option A. It is much larger than option C.

**Comment #277**

Option A sounds amazing and worked so well in before We need traffic relief, and I believe it is the only way to have a one-way system.

**Comment #278**

None of the solutions address the fundamental issue of too much traffic for the infrastructure. Improving safety for pedestrians and cyclists will only really be delivered by whole scale change to the environment, large expenditure on widening pavements etc. Wiltshire council have said that we cannot "push" traffic to other routes. (despite Somerset and BANES actions in Bath and A36 being tolerated). The effect of the scheme will on a micro scale redistribute the traffic flows within the town, which contradicts WCC's approach on a macro scale. WITH NO GUARANTEED BENEFIT THIS IS A WASTE OF MONEY

**Comment #279**

Hello! I live on Sladesbrook and loved the one-way system that was operating during Covid. We never got caught in any traffic when that system was running. We have two small children and so would also love for the pavement to be widened on Silver Street. We are hoping that option A will be selected! Many thanks.

**Comment #280**

Any traffic scheme should aim to keep traffic moving (slowly) through town to avoid tailbacks, improve air pollution and improve pedestrian safety by widening pavements and if possible, keep cyclists off the pavements. Option C would make traffic congestion and therefore air quality worse and would be costly. The scheme we had during COVID worked extremely well and would be cheaper than bus gates etc. A minor tweak in one bus route



should not be a problem. Please do not allow a minority of residents on New Road to halt a scheme beneficial to the town as a whole.

**Comment #281**

I support option C - not perfect but best option.

**Comment #282**

None of the 3 options improve air quality compared with 'do nothing'. All have significant delivery risks. None of them reduce the amount of through traffic, the key issue for our town. Complete one-way system (as trialled during and after COVID) significantly increases traffic on New Road, lower Woolley St and Silver Street - where far more people actually live compared with Mason's Lane and Market Street. Studies appear to show that one-way systems actually increase the volume of traffic travelling and inhabitants are forced to circle around the system thus increasing volume further.

**Comment #283**

I am of the very strong opinion that what is needed is a FULL ONE-WAY SYSTEM, the same as was in place during the Covid period. This avoids pinch points on the ways through the centre of town & allows traffic to drive down the middle of the roads where these enter the centre of town (this avoiding the situation where some drivers seem not to know how to use a 'yellow box' or do not realise that 2 vehicles may pass - and thus create avoidable hold-ups). While there will be more traffic on New Road & Springfield, very few houses front onto these roads & many are set back.

**Comment #284**

You'll never reduce traffic. Can only speed it through to improve air quality. Keep the scheme simple! Avoid bus gates and consultants' "We show we earn our fees" silliness. They = cost, complexity, confusion and delay. Down Silver St, up Market St. We lose our New Road bus stop for Bath-bound travel. Tough! It's a sacrifice for the greater good. And yes, widening pavements v. important. A pedestrian bridge would be nice. One projected off the side of town bridge best and cheapest. Build it upstream - to the library car park, for instance - it will simply not get used. Learn lessons from last try!

**Comment #285**

It seems clear to me that we should go with the traffic consultants determined option C. If not, why have we paid for these expensive surveys and traffic consultants if we are not going to adopt their recommendations?? From what I can see, option C gives the most flexibility to town residents from different areas, won't create too much additional through




traffic, and give the ability to make the pedestrian changes required in Silver Street? A simple one-way system is bound to create more through traffic, even with speed restrictions etc.

**Comment #286**

Welcome option A. Speed reduction measures needed in addition, especially Sladesbrook/ New Road - an enforced 20mph limit to make it safer with the anticipated stream of traffic one way system will influence/ increase volume. Have/ are Wiltshire council even going to look at measures to reduce traffic volume - appreciate it would require larger projects but surely, they should invest in improving the road infrastructure e.g. start looking into options now to plan for the future. The road network in/ around Bradford is clearly not sustainable for the current volume of traffic, and this will only increase!

**Comment #287**

I would confirm my support for option A together with the necessary infrastructure to support the use of bus gates. I would agree that some action is necessary to mitigate the increase traffic anticipated along New Road where speed concern of the local residents needs positive action. I have not previously responded to the options. Regards 

**Comment #288**

Lest we should forget, a town wide consultation to identify residents priorities, and a £50,000 traffic experts report based on the identified priorities report, concluded: "Overall, Option C fulfills the aims of this study, and by extension the aims of the Town Council that emerged from the Future of Transport consultation. Accordingly, our recommendation would be that Option C would be the more suitable scheme to progress to the next stages of design. ...."! Can't really be any clearer, can it? Forget popular opinion and do the right thing for the town please!!!

**Comment #289**

I do not agree with any of the options proposed. Option A - with the absence of a bus gate - which is closer to the one-way system during COVID is the best option, in my view. However, this will necessitate some sort of speed restriction and pavement widening, up Market Street for safety. I also want to emphasis my desire for the LEAST and most discreet amount of traffic signage. The town is historic and has been tastefully improved to date. The inclusion of bus gates and associated signage and Road furniture would be an eyesore, which I can't believe the Town Council would entertain?



**Comment #290**

Option A is the only sensible scheme amongst the tendered options. A bus gate would be acceptable if this is the only way of facilitating bus services without excessive walking to bus stops for residents in the Springfield and Mount Pleasant areas. Let us please implement the scheme quickly; this issue has dragged on for far too long Regards Sarah and Philip Sutton 4 Barton Close BA15 1EF

**Comment #291**

Option C would work the best for the town.

**Comment #292**

I am in favour of option A. Option C still risks long queues of traffic down Masons Lane, particularly with priority for uphill traffic, meaning more pollution from slow traffic. I have also seen emergency vehicles stuck on Masons Lane due to two-way traffic queues in peak periods. Free flowing traffic up Market Street and down Silver Street would mitigate this. A 'bus gate' is not needed. With option A the buses would flow freely with the general speed of the traffic. Also, a bus gate would likely inconvenience the majority of road users, compared with a small number of buses, often empty.

**Comment #293**

Option A is the only way forward for Bradford on Avon. Option C will entail stationary traffic adding to the pollution of a town in a valley. I can appreciate that people living in the New Road area do not want the extra traffic on their road, but for the greater good and for a cleaner B on A Option A is a must.

**Comment #294**

Why o why have taken a long time wasting money on pointless things get your self's moving for a change. I cannot see you making for lots of time Traffic is now so bad you have to add a 10-minute stack in traffic going any were for God's sack put Option (C) in to work now. Roll on council election I hope some new people will work for all the town.

**Comment #295**

Thank you for the work to date. I continue to support the 3 priorities identified and to want a return to COVID one way. Pedestrian safety must take into account the fear many women and vulnerable people have of being in town at night.

**Comment #296**



Now that Wiltshire has killed bus gate idea. No point in changing anything as alternatives are so marginal that it is a waste of money. Ultimately need through traffic bypassed rather than over town bridge, and satnavs will continue to route traffic through BoA whilst A350 and A36 (when open) are slower alternatives. Or simply lower weight limit on bridge

#### **Comment #297**

Your 3 aims for the town are to improve air quality, traffic build up & pedestrian safety. So as many people have pointed out before, the best result would be for a complete one-way system like Covid. Pinch points at the narrow parts in Markets Street would be resolved as traffic would flow and therefore less air pollution with nonmoving traffic. Masons' lane could be two ways to allow access to Newtown if required. One way system down silver street without bus gate as gates will create traffic queues. Therefore, pedestrian safety will be improved. This system will free up the town without much cost!

#### **Comment #298**

Please accept plan A as soon as possible due to the A36 being closed plus the increase in heavy traffic coming through the Town. Coming from Westwood where I live to reach the Car parks is tortuous. I do a lot of Community work in the Town and at nearly 80 cannot walk too far so the car is essential. Also, could you reinstate the One-Way scheme before extending the pavements so as to minimise traffic disruption, preferably if possible, doing the work at weekends. Heavy lorries rushing through my village and the Town are not being deterred and I fear for loss of life. **Judy Shaw**

#### **Comment #299**

We oppose plan C. We are strongly in favour of a plan similar to the COVID one way system. This improves safety and traffic flow, reduces congestion and pollution in the historic town. COVID provided the opportunity to actually experience and test the impacts of an alternative system. The results were favoured by 60pct of the population. On a democratic basis, this scheme should therefore be adopted. It has been tested, is approved by a large majority, improves the key metrics desired. Any other alternative plan will be untested, undemocratic and an imposition against our will.

#### **Comment #300**

We object to increased traffic and air pollution down New Road from scheme A. It is a key route for children walking to both to Christ Church and St Laurence.

**Tuesday 27 August to Friday 30 August**



**Comment #301**

Bring back the one-way system (Option A!), not even sure why Option C is being considered as no one wants it!

**Comment #302**

We absolutely do not want the one-way system. People have a false perception that this alleviated traffic. Traffic is the same regardless. It's a crazy idea to make a town one way.

**Comment #303**

We should proceed with option C as:

- It allows all through roads to be used flexibly and shares the town's traffic burden.
- It helps with pedestrian safety and reduces noise and environmental pollution.
- BoATC actually paid independent experts AtkinsRéalis for their advice. They suggested 3 options but recommended Option C. I would never have bought my first home on Silver Street if there was any chance that all south bound traffic through the town would be passing outside my front door! If option A is chosen, I will have no choice but to move home.

**Comment #304**

The one-way system Option A is the only feasible solution. It worked during COVID it keeps traffic moving and because traffic has more room it is safer for pedestrians who also only have to look one way to cross the road. Also, emergency vehicles will be able to negotiate vehicles speedily. I have been stuck on the hill with an ambulance siren blazing, not being able to get through as cars have nowhere to go to get out of the way. Lives can be lost with such delays. Pollution is reduced when traffic moves steadily. Also, the cost to implement a one-way system is minimal. Use common sense pick Option A

**Comment #305**

Option A will increase traffic through the town, residents who live near new road will suffer increased congestion and air pollution. We surely want to discourage traffic coming through BoA.

**Comment #306**

It is crucial that the Town Council takes heed of the AtkinsRealis recommendations. You paid for their professional advice, now you are considering ignoring that advice! They are after all the experts - Not those individuals (how many are residents of BoA?) who have responded with only their own personal (uninformed) opinions and vendettas. Option C IS the way forward as it: - Retains flexibility for traffic movements throughout the town,



without overburdening more heavily populated residential areas and school pedestrian routes. - Improves pedestrian safety. - Meets TC's management goals.

**Comment #307**

Taking far too long for a solution. The Social Distancing Scheme worked and will work with today's traffic volume as it keeps the traffic moving. Already been shown that it can be implemented quickly and without a huge financial cost. Highways need some 'joined up thinking' and the same scheme should be re-introduced now under 'emergency measures' to keep the traffic moving while the A36 is closed. Could be used as a 'real time' test of the scheme.

**Comment #308**

I live on Woolley St and for my family, plus residents of New Rd and the surrounding area, implementing the system we had during covid would be catastrophic. Woolley St is unsuitable to be used as a rat run, which happened. My child and I have both nearly been hit by cars driving on the pavement when coming out of the house and by those speeding. I also couldn't get out of my road as the stream of traffic was relentless. Nor are there crossings for the hundreds of children walking to school. Opting for this route is a selfish choice by those who knowingly chose to live where traffic passes.

**Comment #309**

Good morning, I attended the presentation of the Atkins report held earlier and submitted my comments, so I am amazed option C is still a consideration. Obviously, this would not work on Market Street as the downhill traffic would back up worse than it does now. The only option is one way up Market Street, one way down Silver Street with the bus gate on Silver Street to allow buses up to follow their route. If traffic at the top of Masons Lane turning right is a problem, then traffic lights could be installed. Maybe also be implemented now on temp basis to ease chaos while A36 closed? Many thanks.

**Comment #310**

I think a one system is essential and needs to be implemented as soon as possible. The traffic in the town is horrendous especially now the A36 is closed passed Limpley Stoke. The pollution levels as well are probably way above what they should be. Any further consultations will just delay the process of implementing the one-way system.

**Comment #311**

Option A, a return to the one-way system, is the only sensible option. Option C is just a half-baked mishmash which will cause more problems than it solves. An important proviso



to Option A is that it should be subject to a strictly enforced 20 mph speed limit. This would have the advantages of improving safety for all road users and discouraging through traffic. Safety for pedestrians and cyclists proceeding from South to North (or vice versa) can be addressed by encouraging use of the footbridge by St Margarets Hall and Church Street.

#### **Comment #312**

I feel strongly that option C is the best option as per advice of AtkinsRealis. This option will enable all through roads to be used flexibly so sharing the traffic burden. It will assist pedestrian safety & reduce noise and environmental pollution.

#### **Comment #313**

Option C was recommended by the experts. Somehow no's of comments received on the options are now being counted & interpreted by boatc as a numeric vote. This was not introduced as a vote, but as a qualitative piece of research. Therefore, people are being misrepresented by the tc. Could the tc respond please. Also, could the tc show some leadership and go with the views of the experts? The public are not traffic specialists. New Road is a minor road, with vastly more houses/parkland/allotments within its reach of vehicles/sound/pollution than the A road. We don't need more traffic.

#### **Comment #314**

As a resident of Springfield, I believe Option C is slightly better than the other proposals, though none of them fully address the issues at hand. During the COVID-19 pandemic, traffic frequently backed up around the Springfield and New Road intersection at all hours, even with fewer cars on the road. With the expected increase in traffic, the situation will likely worsen. Additionally, many vehicles were observed speeding through this area, which is a regular route for school children on their way home. Safety should be a top priority in considering these changes. Thanks, Simon

#### **Comment #315**

I only think a one way system will work if lots of placemaking features are included e.g. seating, pedestrian crossings, narrowing of the carriageway and widening of footpaths, planting, it needs to be clear that this route is through a place where people live, where children play, people walk, cycle wheel. My preference would be to lower the speed limit to 20mph through town to make it safer for everyone and possibly make it a less appealing route for drivers and potentially encourage some drivers to walk or cycle through town instead. In a climate emergency we need to reduce traffic.

#### **Comment #316**



Since the consultation closed, I have come to realise that Option A is the most suitable and cost-effective choice for Bradford on Avon. The one-way system we had in place during covid was almost universally popular and is a solution that could be implemented fairly quickly. A one-way system could potentially increase traffic in some areas, and I accept that, but the traffic would be constantly moving, and it would be much safer.

**Comment #317**

A one-way system please the same as the one during COVID That worked.

**Comment #318**

Pedestrian Safety: 1. Remove the pavement on the Swan Hotel side of the bridge. It does not add enough value to justify its danger as it leads tourists to follow it and then try and cross at the roundabout junction. Add signs directing people back to the pedestrian crossing. 2. Widen the pavement on the Lambs Yard side and paint arrows to make it two-way directional: Walk facing the traffic. 3. This will also provide a slight widening of the road.

**Comment #319**

The only way I feel would be suitable to ease traffic would be option A with traffic going up Market Street/Masons and coming down Silver Street. Maybe adding a pedestrian crossing on New Road to enable safe crossings to the shop and to help pedestrians cross the road at busier times. It worked during covid perfectly.

**Comment #320**

None of the 3 modelled approaches tackles the fundamental issue of traffic volume which is outside town control. None of the 3 give all parties an improvement and all have drawbacks. It is very clear allowing the present free flowing traffic CHOICE is the best answer and one already arrived naturally over decades. DOING NOTHING gets my vote! Don't spend hundreds of thousands to slow traffic, the report affirms will increase pollution, add to journey times - needlessly off peak - and give drivers no variation options if a section of road needs to be closed for roadworks or due to breakdown.

**Comment #321**

I'm concerned that option A involves both higher emissions in the long term, and significant delays to the already poor bus service. This is not a positive choice for the town's future. Option c appears slightly better in this regard, but to have a real impact a much better solution would be to introduce a camera gate at the town bridge, making this



a boia resident only crossing, requiring nonresidents to pay a toll, or at minimum banning passage for larger and commercial vehicles.

**Comment #322**

I have lived in B O A for 40 plus years. The traffic is an ongoing problem and will worsen unless proper action is taken. There is a need to improve traffic flow for residents and to attract tourists, so the town centre remains vibrant. A major disadvantage for both is the endless delays on either side of the river. Option A worked in the pandemic and will work again. Option C exacerbates problems giving priority in one direction I use New Road daily and there may be more traffic, but for the greater good of the vast majority A has to be accepted NOW OPTION A is proven and should be adopted n.

**Comment #323**

Option A - a completely one-way system - seems like the best option. Walking my children to nursery, I've experienced cars bumping up on the curb right next to us as they struggle to squeeze past each other on Silver Street. At the moment, I wouldn't dream of driving there because of the stress and traffic, but walking also feels unsafe, especially with children. The other options seem like they would just lead to more cars being stood still while they let others pass, leading to more congestion and pollution.

**Comment #324**

I wrote about Option A in my first comment. I'd like to make it clear that my preference out of option A and C is C because there is a big risk that Option A without placemaking features will decrease safety for pedestrians, cyclists and those in wheelchairs. So, if you're counting votes, please take mine as option C. My opinion though is that reducing vehicle speeds and adding in placemaking features to begin with would support more people to walk, cycle, wheel and would result in reduced traffic volumes. Then changes could be measured before any 'options' are implemented

**Comment #325**

The only solution is a Bypass Road. The bus service must be given first priority and not diverted. Bradford must be one of the most bike unfriendly towns because of the hills, very few will use them.

**Comment #326**



None of the proposed options solve any of the issues raised. This is stated in the report itself that there is a lack of want to solve these issues with a 'larger project', so these cheaper options are being endorsed as a diversion. Option A is not at all feasible and was completely chaotic during the pandemic. Traffic volume was increased significantly, and journey times were extremely high, leading to more reckless frustrated driving, and higher pollution levels. This would be the WORST option to enforce on the town. Option B seems least destructive, however does not solve wider issues.

#### **Comment #327**

Furthermore, C is not an appropriate option as silver street functions well as a two way road, disrupting this would send more traffic through the pedestrian areas and would cause a higher traffic volume at the pinch point roundabout after the bridge as all traffic would have to go up the already congested masons lane. The best thing to do would be to take NONE of these options, and to consider solving the real issues, which is apparently possible, but requires more funding. If we save the money we'd be squandering on any one of these projects, we could use it for causing real, good, impactful change.

#### **Comment #328**

As a resident of Springfield, Bradford on Avon, who walks, cycles and uses a car. I feel very strongly against options A and C. Neither will make any difference at all to the volume of traffic through the town. With limited river crossings in the area (Staverton and the a36 being next closest) this can't be changed. All that will happen is dumping the traffic on different sets of people. During the COVID one way system I regularly counted 60-70 cars driving past before a small gap to pull out on to the main road. This was even more dangerous attempted on a bike.

#### **Comment #329**

I want SOMETHING to go ahead as soon as possible. No option is going to be perfect or suit everyone but let's try one of them whilst being willing to tweak it later if needed. Personally, I would prefer the sort of one-way we have had several times temporarily in the past (Option A), but we must try to mitigate the legitimate concerns of others (e.g. New Road residents re speeding cars). But please, please ensure proper, permanent traffic calming measures in places such as New Road BEFORE it becomes one way so that Option A can succeed from Day 1 and hopefully win over those who have doubts.

#### **Comment #330**

Please don't introduce traffic options A or C. The volume of vehicles along Springfield and New Road (a heavily populated residential area) was horrendous during the COVID one





way system. My children couldn't cross the road. If the traffic is slowed it will instead produce vastly more fumes. A lot of money could be wasted with the only achievement being moving the problem from one place to another and upsetting a different set of people. None of the options will reduce traffic volume through BoA, and if it did it would be to the detriment of people living in Staverton, which is also not accept.

**Comment #331**

I support option C; Bradford on Avon would be a better place if it was more pedestrian friendly.

**Comment #332**

Fully support option C as it allows for most flexibility. Regardless of whether option A or C is pursued, traffic calming measures on New Road and the Woolley area need to be considered to ensure pedestrian safety remains a priority across the whole town and not just the centre.

**Comment #333**

Please go for Option C. We urgently need the pedestrian safety that C offers.

**Comment #334**

We think option c is unsuitable, and one way system A is a preferred option. Bus gates will cause chaos.

**Comment #335**

Whatever you choose a or b, or c, New Road residents will kick up a fuss with their cars and complain nonstop about this and that, but they are causing bus delays by parking on the road to delay the D1 Bath bound buses.

**Comment #336**

1. During the one-way scheme it was impossible, to get out of Woolley St for the school run because New Road has a continuous flow of traffic without a gap. 2. We saw Woolley St used as a rat run with cars mounting the pavement; we descend by steps blindly to the pavement, so dangerous when a speeding vehicle mounts pavement! 3. There is nowhere to cross for children going to St Laurence via Woolley or New St 4. Speeding down New Road & Woolley St is a huge problem. 5. People are trying to shift the traffic, so it becomes someone else's problem-yet they knowingly bought their home.

**Comment #337**



Traffic in Bradford is on a 'knife-edge'. All it needs is a badly parked delivery van, a scaffolding installation or a large truck trying to navigate through town and everything grinds to a halt. Trying to restrict these issues would solve some of the traffic issues: 1. Stop large trucks through town - height and weight. 2. Deliveries to businesses only allowed before 7am and after 7pm. 3. One-way system in place similar to the one used during lockdown to keep traffic flowing. 4. New pedestrian bridge for safety and pedestrian flow.

**Comment #338**

Please do not choose Option A. There were less than 1000 responses to the engagement so less than 5% of the town really support it. That's despite all the lobbying, FB and people from outside BoA whose comments tell us they just want to drive fast through town (which wouldn't happen). We'd have written in to support Option C but assumed BoATC would follow Atkins' advice and do this anyway. The bus gate also confused us. With or without that, Option C is clearly best to support safety and to control pollution and traffic. Councillors should follow Atkins' expert recommendation.

**Comment #339**

Option A is the only sensible choice. It is supported by the majority, and despite vocal opposition from a minority, the council has a democratic duty to support option A. The only question should be what mitigation factors should be implemented to help the minority which oppose the plan.

**Comment #340**

I support option A. This is the democratic choice. Buses can travel up Market Street down New Rd and then turn around at the large roundabout before coming back up New Rd. The bus company frequently changes the timetable and should easily be able to adapt to this.

**Comment #341**

Although I can see a need to improve the traffic situation in the town, I would object to the current plans being extended to include a one-way system as was used during COVID. That put an unacceptable level of flow onto New Road where, there being fewer pinch points, created danger for pedestrians, cycle and other road users. I would favour Option C as recommended by Atkins.

**Comment #342**

Our town desperately needs Traffic Report Option A to be implemented as soon as possible to give relief to this town's dire traffic problems. It seems a one-way system is the



only sensible solution. I have lived here for 12 years, and I have signed many petitions. No more talking. Can it please happen?

**Comment #343**

Any one-way system comes at huge detriment to those living on the north side of town, especially around New Road. During the trial period, lives were made miserable by the huge increase in traffic. Houses did not sell. Families and elderly folk could not cross the road. Any decision to push ahead with this scheme, especially Option A, would sacrifice the quality of life of many residents only so that traffic can pass through the town 5-10mins quicker. This is unconscionable and with the safety issues created around New Road, lives could soon be in your hands. Drop the scheme now.

**Comment #344**

The one-way system operated during Covid (without the traffic lights) led to the roads being treated like a racetrack. Any one-way system should only be introduced if accompanied by a 20mph limit through Masons Lane, Market St, Silver St & St Margaret's (in addition to the existing 20 mph zones). The pavement on one side of the town bridge should be widened for pedestrian safety - and removed from the other side to allow 2-way traffic.

**Comment #345**

I think it's rather like a river running downhill and two lanes of traffic trying to get into one, with the added problem of traffic trying to get out of the town. We need the one-way system we had in Covid, possibly with a few tweaks, crossing on new road and speed limits. Option A is my preferred route.

**Comment #346**

My preference would be option A, a complete one-way system, as it worked so well through covid. It was safer for pedestrians and for drivers and facilitated free movement of traffic through the town, without the blockages and queues that we get currently.

**Comment #347**

I understand that one strong reason against option A was that the bus company would not accommodate the required route changes. I believe that the normal volume of traffic is so much greater than during covid restrictions that it is impossible to make a direct comparison. If there is a blockage in option A it may not be possible for emergency vehicles to get through. I feel strongly that the workings of a bus gate were not clearly



explained. Such systems work elsewhere. Buses and emergency vehicles would have access to all parts of the town with minimum delay.

**Comment #348**

I would urge you please to take the paid for advice of the traffic experts and not now change your mind because you don't like the answer it found from the detailed data analysis. Please select the recommended option C to make sure we share the traffic burden across the town and also protect pedestrian safety.

**Comment #349**

Please accept the report produced by Atkins. Please do not now propose option A. This would just increase traffic, increase pollution, force longer journeys through Bradford, affecting more pedestrians and more residents. It will meet none of the objectives that you set out which is why I assume the Atkins report did not recommend it.

**Comment #350**

Given the town's mandate for pedestrian and cyclist comfort and safety and for reduced pollution, it would be unacceptable to increase the intensity of traffic along the primary pedestrian routes to Christ Church Primary School and St. Laurence Secondary school where pupils walking and cycling to school would be placed at increased risk. This would be wholly at odds with our mandate and would damage travel habits for the next generation as parents would end up driving their children to school. What a damaging legacy it would be for BoATC to introduce Option A - the so-called Motorists Charter.

**Comment #351**

After all the money spent and the expert advice taken and paid for, I now expect the councillors to use this advice and use the recommendations given with Option C selected and not put back on the table another option that does not meet any of the objectives. I expect proper leadership and accountability using the process already defined and not now ignoring all this advice, otherwise where does that leave us.

**Comment #352**

Definitely not option A. Already too many people are using Woolley Street as a rat run. I live in Crown Court and take my life in my hands daily as direct access is onto the road as there is no pavement on this side. With electric cars cannot even hear traffic coming. If option A is selected, I suggest traffic calmers all along Woolley Street as far as Woolley Grange. This is a narrow country road which should not be used as a "rat run" which it will become with Option A.

**Comment #353**

Why would BoATC choose the most damaging Option (A) and make traffic drive an extra mile round the town, exacerbating BoA's pollution and pedestrian/cyclist risk and making residents miserable 24/7 even when the shorter, direct route through the town is empty, e.g. at night? Of course, councillors should choose Option C instead; it's fairer, more logical and would address all three elements of the town's mandate. Moreover, disregarding Atkins' recommendation would beg the question, why make us pay for professional advice in the first place? BoATC would be very exposed if anything went wrong.

**Comment #354**

A full one-way system may have worked very well with reduced traffic levels during the COVID pandemic. However, when a one-way system had to be introduced quickly due to a shop being hit by a vehicle a few years before that, with the usual volume of traffic, there was a lot of stop-start traffic all over town. Option C would allow drivers to choose their route during quieter periods, rather than forcing them into a full one-way system, so this is my preferred option.

**Comment #355**

If the town has a say, then its option A which I would vote for - Bradford on Avon Resident

**Comment #356**

Whilst my initial thought was that Option C could work, I think the increased traffic due to the A36 closure has shown that it won't as people take no notice of the diversion signs and therefore traffic builds unacceptably on Masons Lane. I think the advantages of a one-way system, as trialed during lock-down, far outweigh any disadvantages. Whilst this system was in use the Bus would come up Masons Lane and down New Road to the roundabout and back up, taking 5 minutes maximum. To drive from Newtown to the Town Centre would be as quick with traffic flowing freely via New Road.

**Comment #357**

Without the investment from WC to reduce overall traffic levels, current proposals simply move the traffic problems from one part of town to another, thus dividing the town between supporters & those against. In Silver St., we & our neighbours suffered very badly under the Covid Social Distancing Scheme, so we do not support either 'A' or 'C' but believe that 'C' is better than 'A'. In any event, we beg you to mitigate by restricting speeds



on Silver St. with measures at least as effective as Frome Rd. because just crossing the road here was very dangerous during the Covid SDS.

**Comment #358**

I wish to vote for option A. The route used during the Covid pandemic was ideal. Road noise and air pollution on New Road will be less than now due to mainly downhill travel. A one-way system is safer for all and enables easier entry and exit for all traffic concerned. An additional alteration must be made on Woolley St to stop traffic from New Rd using Woolley St to Woolley Green as a rat run. This is necessary because it is earlier on the system than the preferred route via the roundabout on Holt Rd.

**Comment #359**

I support Option C as the best compromise. I would hate to see nothing happen because people want their own perfect solution. We have seen that too often through the years. Option C is not perfect, but it is much better than what we have. Better for pedestrians, a good solution for the bus up Silver St and it seems to be better for most of the people who live and use the town. I hope the hard work that the Town Council has done to get us here results in this improvement being implemented.

**Comment #360**

I appreciate that traffic in our beautiful but severely congested town is an emotive subject. I live close to Frome Road and the pollution & jams are frequent (as I know they are for others elsewhere in town). None of the options directly address this, but as an environmental sustainability professional, I still favour Option C. It doesn't do enough to fully support pedestrians & bikes but has potential to facilitate these more in the future. It also has the least impact on vehicle mileage and CO2, and the report suggests it could at least reduce 'loop' traffic compared to Option A.

**Comment #361**

Please please ensure that cyclists are taken into consideration from the start with safe cycling routes as part of the plan. I regularly cycle with my young family from Winsley into Bradford in Avon and in busy times struggle to find a safe route. Many of the back-alley routes are too narrow or windy for a cargo bike so we are often forced to use the main roads into town.

**Comment #362**

Option A is the only one that will work. A number of other places that have introduced one-way systems require the bus to do a loop where necessary hence no bus gates required.



With the likelihood this would keep the traffic moving it would add negligible time to the timetable. It would also reduce pollution in Market Street and up the hill. A one-way system is also safer for pedestrians and would make the Market Street Zebra crossing safe, which it current is not as often traffic going up the hill cannot see pedestrians on the crossing owing to downhill traffic queuing and blocking view.

**Comment #363**

My only concern about option A is that cars will be more likely to misuse Whitehill by ignoring the No Entry sign - they already do to some extent so this would worsen. This is a bit of a wild card suggestion but what about introducing a congestion charge similar to the larger cities? The issues are exactly the same - traffic congestion, pollution, pedestrian safety. I noted that traffic volume is/ cannot be addressed but that's surely the whole problem? Thank you for whatever you decide to do as it's not easy!

**Comment #364**

Please... it has to be Option A - this worked so well before!

**Comment #365**

Option A - bus gate will add to confusion and delay - and please build that footbridge by the library if you're serious about road safety and a 20mph strictly enforced limit throughout the town.

**Comment #366**

With air quality improving (should continue with the increase in EVs) and no clear way to reduce traffic volumes (just travel times). The focus should be on improved pedestrian and cyclist safety. The one best thing that can be done is place a timber (lower cost?) pedestrian and cyclist bridge parallel to the road bridge. Otherwise, Option A offers most scope to widen pavements in town. The short pavement at the bottom of Market Street is best removed to stop pedestrian access and ease traffic passing. Do nothing traffic wise and build a pedestrian/cyclist bridge best?

**Comment #367**

Narrative seems high-jacked by car drivers that don't live here in an online culture war drowning out elderly/disabled/offline residents. A fundamental problem (too much traffic) not fixed by any option - Wiltshire won't contemplate it. Liked to have seen something completely different, [traffic lights to control single file over the Town Bridge and Cornerhouse Roundabout, then UP Silver St & DOWN-Market St], but that option either not



considered or eliminated. Option C seems the least bad choice. Build on it in future years to better support cycling UP the hill via Silver St/New Rd?

**Comment #368**

The only viable option to keep traffic moving in both directions and avoid the fumes from idling traffic in queues is to revert to the one-way in both directions system that worked so well during Covid. I already drive in this way: I go UP Masons Lane when leaving Bradford, and I return via Silver Street as it avoids me queueing for ages going down Mason's lane. It surely didn't need expensive consultation with experts to arrive at this commonsense solution that has already been demonstrated to work - i.e. during Covid.

**Comment #369**

Having looked at the proposals by AtkinsRéalis, it is clear that none of the proposed traffic schemes are suitable and that the entire process is flawed. The Council should now: 1) Not follow any of the proposed schemes. They are all unsuitable and COVID was an unrealistic test environment. 2) Introduce clear and stringent traffic measures including a camera-controlled and enforced weight limit on the town bridge. 3) Go back to AtkinsRéalis and ask them for a full assessment of BoA's traffic problems and their full recommendation including all options (bridge/bypass etc.)

**Comment #370**

Please pursue Option C rather than Option A. Unlike Options A and B, Option C shares the town's traffic burden and improves pedestrian safety. This is why Option C (not A) was the recommended solution by the independent expert report. We are unaware of any change in circumstances that justifies going explicitly against this expert advice.

**Comment #371**

I am firmly in favour of Option A. It worked very well during Covid. Residents' concerns about speeding traffic can be met with the usual traffic-calming measures. A 20mph speed limit wouldn't hurt drivers - it's faster than the usual speed of current traffic. A radical alternative occurred to me - divert NE-bound traffic on St Margarets St through part of St Margarets car park, over a new bridge NE of McKeever footbridge, along Church St to join N-bound Market St. Then the Town Bridge could be one-way (W-bound), and the southern section of Market St could be pedestrianised.

**Comment #372**

Please pursue Option C rather than Option A. Unlike Options A and B, Option C shares the town's traffic burden and improves pedestrian safety. This is why Option C (not A) was the





recommended solution by the independent expert report. We are unaware of any change in circumstances that justifies going explicitly against this expert advice.

**Comment #373**

Please can you confirm that all options will include widening the pavement on the south side of silver street, particularly on the blind bend opposite the Whitehill junction/intersection, which can be particularly perilous.

**Comment #374**

I can't believe the TC is seriously considering a return to the OWS which only operated during pandemic traffic levels, especially as it proved the worst option in the Atkins traffic modelling. Why pay taxpayers money for modelling and ignore it? The diversion of huge volumes of traffic along residential roads which are main walking/cycling routes to 2 local schools puts children's lives and health in danger. There are no safe places to cross on New Rd. Don't be swayed by the motoring lobby who want to get through BOA faster - our children are more important than a few minutes extra in traffic.

**Comment #375**

With Options A & C on exiting Kingston Rd I will be forced to make a huge detour around the north of town to reach Woolley and Holt Rd adding to pollution, passing 100s of residential homes & children walking to school. However, I would still prefer Option C to Option A. During the Covid one way Silver Street became polluted with slow-moving traffic sometimes tailing back for miles. TC knows this - Councillors approached The Hall to see if they would allow public footpath through the Estate if one way became permanent. A one-way system does not work, it just brings more traffic and more pollution!

**Comment #376**

Option C gets most of my support. I really want the widening of pavements and improvement in public realm to be delivered as part of this scheme. Can option C also include the priority narrowing by the Swan that is part of option B? I'm not convinced the bus gate option would work in practice. But I'll leave that to the experts... Priority narrowing could also be done on all/most approach roads into Bradford on Avon, helping traffic to leave town quickly, and slowing how fast more cars arrive.

**Comment #377**

I think option C is the best for the town, it gives some flexibility as Market Street will still be two ways during quiet times.

**Comment #378**

Option C - as per AtkinsRealis proposal is my vote. Not Option A.

**Comment #379**

I am reluctant to return to the one-way system that was in place during lock down because it did not improve traffic congestion on the bridge or make the bridge safer for pedestrians. This is the bottleneck that causes the problems and until a new bridge or ring road is built then the congestion will continue whichever scheme is in place. It's true the pavements were safer to walk on during the pandemic, but wider pavements can be made available in option C. I favour option C because it is more flexible for local drivers and buses. HGVs should continue to be encouraged to use the B3105.

**Comment #380**

Option C presents the best outcome of the options presented by Atkins, specialists in this field, and is their recommended outcome. It meets the 3 objectives from the Copper report, but also other popular measures including journey times - the Atkins Report shows they are significantly better under Option C than Option A. C makes best use of the roads available at different times of day and provides a fair distribution of traffic on all roads, rather than creating a racetrack and attracting traffic to the town. The Town Council wisely consulted experts and should accept their recommendation.

**Comment #381**

The role of the Town Council and Wiltshire Councils is to serve their residents; option A DOES NOT do this - it purports to serve car drivers, but evidence in the Atkins report and from videos shows long tailbacks at peak times. What residents want is an improved experience of walking around town and reduced pollution from traffic. What the environment needs is more people on foot or bikes. Faster traffic, even if option A provided it, would damage both of these. Instead, what residents need is progress on cycle routes and traffic-slowing measures for New Road, and other roads around the town.

**Comment #382**

Hi there. Please pursue Option C rather than Option A. Unlike Options A and B, Option C shares the town's traffic burden and improves pedestrian safety. This is why Option C (not A) was the recommended solution by the independent expert report. We are unaware of any change in circumstances that justifies going explicitly against this expert advice. Thank you.

**Comment #383**

To quote verbatim the report you commissioned... Option A - "it has considerable knock-on impacts in terms of congestion in the north and south of the town, and also results in UNACCEPTABLE impacts on bus journey times making the option UNVIABLE." The fact that you can even allow Option A given your own report says it is UNVIABLE is utterly ridiculous and it should be removed as an option immediately.

**Comment #384**

Bradford on Avon is a small town which seems to be regularly used by commuters passing through on their way to and from work on a daily basis. It is really dangerous to cross the road at peak times, with traffic ignoring speed limitations to a fault. Crossing the main bridge to get to the other side of town is hazardous at all times as the pavement is so narrow. Please, whatever you do, consider the safety of pedestrians and those who live in Bradford, who take their lives in their hands when trying to get around town. I have to go to hospital on 24th so am likely to miss the meeting.

**Comment #385**

Option C. There is a danger, as previously experienced, that if we have a one-way town, we will become a rat run and people will speed up and down the respective hills in option a.

**Comment #386**

The measures in covid worked and option A is closest to this so should be opted for by the council. This reflects the town's comments on the consultation and the council has a duty to listen to and implement these. There is no need for a bus gate, this would be a waste of money that doesn't help the majority of residents.

**Comment #387**

I fear that the pedestrians are not given enough attention in this debate about traffic through Bradford on Avon, especially pedestrians crossing on the bridge, which is inevitable considering the arrangement of parking in our town. Try crossing over the bridge with shopping bag on one hand and a mother with pushchair coming towards you...what happens? ONE OF YOU STEPS OUT ONTO THE ROAD!!!! We need pavements widening and traffic lights either end making it one way as with Staverton. It works fine there. Why not here? Please consider. [Val.Coyne\\_vandmcoyne@gmail.com](mailto:Val.Coyne_vandmcoyne@gmail.com), 19 Meadowfield BA151PL

**Comment #388**

Where footway widening and changes to kerb lines are proposed it is essential that the materials and details used are compatible with the historic character of the town. Where



stone paving and stone kerbs exist, these should be retained/reused in new work. The concrete kerbs and highway changes recently undertaken in the replacement road over rail bridge in St Margarets Street are an example of how NOT to do such work. The use of standard highway materials is entirely inappropriate for the town centre.

#### **Comment #389**

NP pro walking/cycling. Respondents' priorities: ped/cyclist safety, airqual/traffic vol. Ped/cycle bridge@library wd improve bridge pinch. Opt A wl increase delays/pollution. OptC best position 4 air quality overall. OptC more path widening on Silver St & improvement 4 cyclists. Bus gate will cause + hold ups & emissions impact on emissions. Buses going up Silver St against traffic is crazy. Going up Market St is best. Buses often delayed by inconsiderate drivers on Silver St. The gate will have ltd impact on this. New Rd traffic calming would reduce earlier problems. Consultation=OptC better fulfils the aims.

#### **Comment #390**

The one-way system that was in place during the COVID period actually worked well. The 3 roads truly impacted were Church st, Newtown and New Road. 2 of these will still be impacted but I live on the A363, and daily traffic whilst almost constant and moving does not make life unbearable, and with double glazing, noise isn't too much of an issue either. Speed is a major player coming in and exiting BOA, as daily commuters invariably overstep the limits with no form of deterrent at all. Bus gates don't need to be installed, expensive and unnecessary. Pavement widening to a sensible width.

#### **Comment #391**

I live in Woolley Drive. I prefer the road system as it is. I never use Market Street. If I had to choose, it would be Option C. During the one-way system in lockdown, it was impossible to get out onto New Road. The traffic and air pollution were awful. Traffic calming measures, a yellow junction box and a pedestrian crossing must be put in front place for safety. My young person has reduced mobility and a visual impairment and uses a long cane. It is difficult enough right now to safely cross that road. There are also the elderly and children who use the bus stops, local shop and school.

#### **Comment #392**

I just want to highlight the dangers for wheelchair users crossing the Town Bridge. A while ago I was pushing my wife in her wheelchair heading north on the right-hand side. Some pedestrians were heading south and stopped to let us pass. Unfortunately, the wheels of the wheelchair came off the pavement (as it's partially narrow) and the wheelchair was clipped by a passing car and spun round in the road. Luckily it stayed upright, and the



driver wasn't going too fast. This was a very close call and could have resulted in a fatal accident.

**Comment #393**

Scheme A with the bus gate seems the most sensible, despite the short-term impact it may have on road user habits. Two-way bicycle routes on each of the streets would be helpful, and some additional controls on white hill may perhaps be needed too. Residents of Westwood often drive through BoA to get to a variety of places. What about a wider diversionary route? Increasing flow North/South could actually lead to increased through traffic, diminishing the positive benefits of the scheme.

**Comment #394**

- Don't accidentally make the traffic worse!! - Option A will SIGNIFICANTLY INCREASE journey times through the town in peak periods. The study shows it "has considerable knock-on impacts in terms of congestion in the north and south of the town, and also results in UNACCEPTABLE impacts on bus journey times making the option UNVIABLE." - Option A has the worst emissions data of all possible cases!! - Loud voices get noticed but don't always advocate sensible ideas.

**Comment #395**

The really really important point I would like to make is that it has to be Option C. The expert that you paid for recommended Option C. Why has it then gone out for a vote? Only the people who live in New Road and the hundreds of school children who use that road to get to school realise that the other options would be a disaster for the top of town. The views of those who live on the other side of town are irrelevant in the context of this traffic plan - that should be obvious - as it is those of us who live on or around New Road who will be impacted negatively by any other option.

**Comment #396**

please ignore pleas for a complete one-way system as in Covid measures. It only seemed to work because of the reduced traffic flow and would stuff the town completely if roadworks were needed. Any traffic coming from Newtown, Wine Street and Turleigh has to go all round town instead of being able to turn right, putting MORE traffic in New Road. Madness! It would speed up the traffic not reduce it!

**Comment #397**



Strongly opposed to option A. It doesn't solve air pollution and would increase traffic volumes in residential areas and near the school. If the wider traffic problems require a larger project, then we should aim for that not a small measure that will create more problems than it solves.

**Comment #398**

I should like the reintroduction of a one-way system such as we had during COVID, with some tweaking to make New Road safer for pedestrians. Re new ideas: A bus gate in Silver Street would negate the point of making it a one-way street and again result in queues. Do pavements need to be widened if there is one-way traffic only? Emergency vehicles must have room to get through and delivery vehicles room to park. The town's character could then be preserved. Disabled parking places are needed in the town centre rather than losing space to largely unused pavements. A 2-year trial period?

**Comment #399**

I am persuaded by the view of CF BoA, that to "force more than half of vehicle journeys through town to be longer than they need to be" cannot be justified, ecologically.

**Comment #400**

Both Options A and C need bollards to stop cars driving on the pavement and to protect pedestrians. Cars do not just mount the pavement to get around each other, but often drive with one wheel in it for several yards. Option C is the most practical increasing pedestrian safety whilst avoiding turning central BoA into a huge roundabout and could potentially push more traffic down Silver Street. Also, the Bus Gate is a red herring for this decision, as it is included in both A and C. The presence of a bus gate could make issues just as bad on Silver Street (i.e. two-way traffic at peak time)

**Comment #401**

I am very concerned about the push for Option A as this will force south-bound traffic through more heavily populated residential areas and key school pedestrian routes. Option C was the recommended option by AtkinsRéalis.

**Comment #402**

Strongly opposed to option A. It doesn't solve air pollution and would increase traffic volumes in residential areas and near the school. If the wider traffic problems require a larger project, then we should aim for that not a small measure that will create more problems than it solves.

**Comment #402**

Strongly opposed to option A. It doesn't solve air pollution and would increase traffic volumes in residential areas and near the school. If the wider traffic problems require a larger project, then we should aim for that not a small measure that will create more problems than it solves.

**Comment #403**

Traffic volumes will not decrease. The current queues are caused by the constriction at the bottom of Market Street, this MUST be made one way. The one way should extend up Masons Lane, Mount Pleasant, New Road, and down Silver Street, giving a complete circuit of the town. Roundabouts can be replaced with merged lanes; cf. motorway slip roads. The bus to Bath would need to pick up passengers going down New Road. This may result in minor inconvenience, but a vociferous minority should not outweigh the major benefits – free flowing traffic, reduced fumes, and consistent, reduced travel times.

**Comment #404**

I fully support the comments made by [Annabelle Sanderson](#) made in the petition for Option 1 of the one-way system of Bradford on Avon, and therefore have signed this petition.

**Comment #405**

Whichever option is chosen should include bollards at the edge of pavements to protect pedestrians. Pavement overrunning has increased in the last few years. In Little Rituals a week ago, I saw 6 vehicles in 5 minutes driving over the pavement from just after the café up to the Bunch of Grapes - so not a brief overrun. The bollards in Berryfield Road at the junction with Bath Road and outside Christchurch School look very smart and protect the pavement. This needs to be a priority, rather than "improving traffic flows" which is likely to attract more traffic, therefore being self-defeating.

**Comment #406**

I believe wholeheartedly that option C is the best option for Bradford on Avon's traffic situation. Option A presented a miserable existence for those living on the Northern roads of town with a terrible increase in noise, traffic and pollution. "Fast flowing" traffic through town will increase vulnerability for the elderly and young and prioritise cars rather than pedestrians and cyclists.

**Comment #407**



Option A, as was used during Covid, demonstrated the success of this route. Therefore, adopt option A **Alan & Doreen Rickard**

#### **Comment #408**

Both options A & C will increase traffic in BoA with neither offering sufficient benefits to outweigh the costs and the risks of diverting traffic through the residential areas of New Road/Springfield. It will create issues in the centre & south of town as well as along New Road, Springfield, and Silver Street to the detriment of non-car users and residents. Noise and particulate pollution will be increased and the safety of pedestrians, children walking to school and cyclists compromised. Option A is particularly problematic and rejected by AtkinsRéalis, but both schemes are poor value for money.

#### **Comment #409**

Dear Town Council, given your aim to reduce traffic in the town, improve pedestrian and cyclist safety and improve the air quality in the town, Option C will not achieve any of your objectives. It will not reduce the traffic coming down Mason's Lane, reduce pollution in the town, or benefit pedestrians or cyclists who will have to deal with this enormous volume of traffic. Option A however is far more likely to achieve your objectives. An alternative suggestion is to create a one-way system via Woolley Green and then back into the town via Silver Street, after turning right on Holt Road.

#### **Comment #410**

A pedestrian-only bridge is essential to reduce pressure on the old bridge. Option C might well reduce traffic on New Road where most of the objectors seem to live. If we are serious about reducing traffic, we need to facilitate the service. More people travelling by bus likely means fewer cars.

#### **Comment #411**

I'm a **BoA resident, mum of 2 boys, an Occupational Therapist and Disability Access Specialist**, & I feel strongly that the Town Council should honour the conclusions of the Atkins Realis report & push forward with Option C. Option C is a 'good compromise' solution & most likely to deliver on the 3 goals identified by the community. During trial of one of one-way system, vulnerable (elderly & disabled) residents suffered immensely due to traffic speed and noise. 'Option A' supporters are largely vocal motorists/people from outside BoA. Opt for Option C for our community health & wellbeing!

#### **Comment #412**





When will the schemes come into force? With the closure of the A36 the volume of traffic has doubled causing the 3 highlighted areas of concern to become significantly more impacting. Is there any possibility a one-way scheme mirroring that to the one during the Covid period be implemented immediately for the duration of the A36 closure. This will then provide the council with time to solidify, produce and present their final traffic plan. The increased volume of traffic including unsuitable HGVs has put many pedestrians, cyclists and equestrian riders at risk.

**Comment #413**

If the volume of traffic is not reduced, a one-way system similar to that used during the Covid lockdown will possibly attract even more traffic and allow it to flow (go fast) through the town. This scheme must have traffic furniture, speed bumps or else it will create a small inner ring road making it unpleasant for pedestrians, businesses and residents. At least the present inadequate situation slows the traffic down. Why are businesses closing in Market Street? The plan should be for the residents of BoA, not through traffic. My worry is that a scheme will be the least expensive.

**Comment #414**

The scheme that was in place during covid worked well and better prioritised pedestrians. One way up market street and one way down silver street.

**Comment #415**

Option C or similar is best. It minimises the off-peak traffic on Mt Pleasant, New Rd and Springfield but offers a viable alternative to Masons Lane for southbound traffic in peak hours. Many say 'traffic flowed better with the covid one-way system' but traffic levels were lower during that time. We should respect the results of a thorough and expensive modelling exercise; option A will lead to increased congestion and pollution especially in the north of the town and if implemented, is likely to need serious revision in later years. Both allow pavement widening in the town centre -much needed!

**Comment #416**

None of the solutions recommended by the experts is acceptable. Experience during the COVID lockdown shows that the only viable solution is a complete one-way system. This will eliminate pinch points, improve traffic flow and air quality, and provide space for wider pavements for pedestrian safety. We, therefore, strongly urge you to recommend this system to WCC. If this is not possible option A is the least bad of the alternatives.

**Comment #417**



None of the options should be progressed as they do not achieve the desired aims and have several adverse impacts. They would not 'enable a significant change in the character of the town centre' as only limited improvements would be made to footways (with none for cyclists) and traffic levels would remain high, with some significant redistribution to residential areas, notably Mount Pleasant, New Road & Springfield. The scheme is simply transferring adverse traffic impacts to residential areas (as the initial list of mitigation measures shows) for only a small positive benefit in the centre.

**Comment #418**

I am very concerned that you don't seem to be notifying residents of this opportunity to make final comments, apart from on this webpage. Unless your leaflet drops the whole town, you are disenfranchising a whole set of people who do not use social media or look at this website. The council should not be making such an important decision based on the views of a small section of people (and since you don't ask for verification of address before we give comments, there is a strong chance many out of town drivers will be leaving their views here)

**Comment #419**

Please follow Atkins Realis recommendation for Option C.

**Comment #420**

We voted against Option C because we wanted 'do nothing' as the least damaging option, not because we wanted Option A, which was clearly dismissed on page 1 of the feedback form. We would very much rather have Option C than Option A.

**Comment #421**

Option A, which I'm led to believe is back on the table (despite not being recommended by independent experts), does not meet any of the 3 traffic-related priorities for the town. It will not reduce traffic volume. It will not improve pedestrian and cyclist safety, rather reduce it by passing on volume currently taken by an A-road onto residential roads incl. school routes. Children do not commonly walk up Market Street/Masons Lane to school. It may marginally improve air quality in one part of town but lead to a drop in other more popular thoroughfares and pedestrian-heavy areas - no gain.

**Comment #422**

The recommendations of the Atkins' report presented an opportunity to cease making this into a political football between those who favour the one-way and those who don't. I feel the town council has been pressurised into repeatedly returning to option A by a vocal and



well-organised group despite the fact that it does not meet any of the town's traffic priorities. This is a thorny and divisive issue for which I have sympathy for the council in trying to solve but ignoring independent expert advice and instead deciding through an unofficial referendum would be a sorry outcome for the town.

**Comment #423**

Option A

**Comment #424**

If there is no decisive view leave as is

**Comment #425**

The current traffic situation is dangerously impacting the health of people who walk through town. Children who walk from Sainsburys side of town to St Laurence breathe in dangerous levels of traffic pollution. There are far too many stationary cars. A solution needs to be found to get traffic moving, preferably the original one-way system otherwise the health of our children and ourselves will be catastrophically affected.

**Comment #426**

As a resident of Lamb Yard, scheme C is the most sensible to me and is the recommendation of an expert we have paid a large sum for consultation. Scheme A was already trialled during lockdown and with less traffic at the time still meant an extra mile round trip for most plus gridlock at times around the whole loop. Anyone delivering in Silver Street blocked the whole one way and bus routes so am strongly opposed to scheme [REDACTED]

**Comment #427**

The one-way system during covid was knee jerk reaction to an emergency situation. Option C is a properly considered option which does not push A road traffic on to residential B road. Masons Hill has no residential properties facing onto the road whereas Mount Pleasant, New Road and Springfield have more than 30. The traffic scheme needs to benefit the whole town not just those who wish to drive faster though our to town regardless of the impact on local residents.

**Comment #428**

Option A sends all cross-town traffic down New Road, which is residential; Masons Lane is not. When this was done, with significant traffic reduction in lockdown, it was very dangerous to cross the road, and dangerous parking / pulling out. The road is used by



children and families walking to Christchurch and St Laurence. It would significantly impact the air quality for children and BoA residents who walk that road. Pedestrian safety in the centre can be best helped by crossings, signage and/or a bridge, without impacting actual residents' safety, wellbeing, and health (air).

**Comment #429**

Please can we have a one-way system similar to the one put in during Covid. The traffic flowed more freely around the town centre and the roads leading into Bradford. More importantly it was much safer for pedestrians using our streets such as Market Street as it kept the cars away from those walking on sections of narrow pavement. This is a chance to make our town centre safer for residents and visitors alike. It is long overdue. Tina Fountain

**Comment #430**

None of the options should be progressed. They do not meet the key stated aims of the Traffic Study. A return to the COVID one-way system (Option A) has unacceptable impacts on Mount Pleasant, New Road and Springfield in respect of traffic volumes and unacceptable traffic noise. Option C increases traffic flows along these same roads, with the same numerous adverse impacts. Multiple mitigation measures to lower traffic speed and reduce noise levels along these roads are suggested, but both options are transferring adverse traffic impacts to residential areas with little benefit to the centre.

**Comment #431**

I've driven through town at various times over the last month. Unless there is a problem e.g. roadworks, traffic flows well for the overwhelming majority of the time. It gets busy at rush hour and has recently slowed down on Saturdays due to the closure of the A36. For the residents of New Road: - increased noise - increased pollution - negative equity (this was observed during the trial) - massively increased risk when crossing New Road so traffic can go quicker through our town during rush hour. This proposal would be devastating to large numbers of BoA residents and would be a disgrace.

**Comment #432**

Option C should be the preferred traffic option for the town. Option C will give the best outcome for reducing emissions, through better movement of traffic at a reasonable speed with fewer accelerations. Option A will result in faster moving traffic through town and therefore greater risk to those on foot or cycling. Wider pavements needed for pedestrians and in particular the disabled. Option C will allow for widening of pavements on Silver Street with pedestrians able to access Market Street via the Shambles. The whole town should be made a 20mph limit with traffic calming on New Road.

**Comment #433**

The best solution for the traffic problems in BoA will be the one that priorities the health and wellbeing of the residents and visitors. This will not necessarily be the solution that enables vehicles to move fastest through the town. It seems to me that option C is the solution that looks at people first...better air quality, safer pedestrian access, safer and slower vehicular movement. At the end of the day, we are still looking at a "lesser of evils" solution but for me it has to be option C.

**Comment #434**

The traffic survey was taken during lockdown when the traffic was not as heavy as normal. The latest report was put together when the A36 was closed so does not reflect the typical traffic flow through Bradford-on-Avon. Option C is the best solution of the three although a bypass is the obvious choice to alleviate the impact of heavy through traffic. Sending all traffic down New Road would be hazardous for schoolchildren attending Christchurch school. Traffic lights could be installed in feeder junctions to be in operation when the traffic flow comes to a halt in town. Consider Park & Ride.

**Comment #435**

People experienced Opt A during covid when the traffic was reduced, and it still caused an increase in traffic levels and noise pollution on the north side of BOA as ALL south bound traffic is forced through more populated residential and school areas. Essentially all Opt A does is shift the traffic issue to the North of BOA without resolving anything. With Opt C at least you have the flexibility to use both roads south bound during busy periods. The expert advice given was Opt C was most suitable so we should go with Opt C, but traffic calming measures MUST be implemented.

**Comment #436**

A one-way system will only displace the traffic from Mason's Lane to New Road, which is more residential than M. Lane. Traffic lights on entry roads to BOA which only activate during peak times and gridlock should be trialled. Would enable steady flow. Remove Chicanes on Frome Road to keep traffic moving. At present option of descending Mason's Lane if clear. 1way no option. Reduction of traffic reduces problem. Consultations flawed because of untypical conditions/local roadworks & A36 /Covid. Distorted media reports implying preferred 1way system. 10,000 residents Referendum required.

**Comment #437**



Prefer option A, i.e. closer to the scheme during Covid. Need to improve pedestrian movement/safety, and bike paths. Restrict and penalize HGV movement through town. Need to look at the narrow section on the From Road adjacent to The Maltings: there is no clear way of knowing who has priority - it is a free for all and there are multiple, daily instances of road rage, minor and major. If you drive that section for the first time you have no way of knowing what you should do.

#### **Comment #438**

Population of BOA approx. 10,000; respondents less than 1000 i.e. 10%. Of those, 400 favour option A; 600 don't want option C. It is not a referendum or numbers game but a solution to address priorities but even if it is, less than 5% favouring A is a spurious majority and not a consensus to proceed. Option A meets none of the town's priorities for reducing traffic and improving pedestrian safety and air quality and was not recommended by the highway consultants. Wilts Council should be asked to proceed with designing and costing a scheme based on C as recommended.

#### **Comment #439**

There are specific issues affecting Whitehill under both options A and C to be addressed in any modelling. - Increased rat running by vehicles travelling at speed down the hill seeking to reduce the longer journey lengths and times despite the recently introduced No Entry. An enforcement camera and/or other mitigation is essential. - Any one-way section in Silver St to only commence to the west of Whitehill to permit journeys in the Holt direction eliminating another full circuit around town. This was raised, accepted and implemented as part of the COVID traffic system.

#### **Comment #440**

I support option C. This was recommended by the expensive Atkins as the best option for meeting a three of the TC's criteria of reduced traffic volume, increase air quality and improve pedestrian safety. While option A has many disadvantages. As well as increasing journey times (shown by your data), it would increase traffic volume, decrease air quality, increase traffic miles, decrease safety for school children and parents walking to school and have a devastating impact on local residents. I initially considered C unsuitable because I wanted the option DO NOTHING, which was not offered.

#### **Comment #441**

Main concerns: Options A, B, C are not viable, as all of them from the Study seem to have issues. Rediverting traffic from Masons Lane to New Road is NOT the answer. There are too many Residents from the North Side of Town, who don't want more traffic. Bottle necks on



B will add to the traffic from Road Narrowing. Giving way to upcoming traffic, will cause jams with downward traffic. Refuse Lorries and Emergency Vehicles will struggle and cause delays. Traffic lights on all entry roads (active during peak hrs. & gridlock), could be the answer? More thought needs to be applied to the road solution.

#### **Comment #442**

The one-way trials during Covid were NOT accurate, as there was less traffic due to staying/working at home. There have been more roadworks and A36 closure until 2025, which is causing EXCESS TRAFFIC at present. The Study needed to be made AFTER these road closures were over, to enable a true gauge of NORMAL Traffic in Boa. If A, B or C options fail to work, are they reversible? A Working Group of Residents represented from ALL parts of Town, needs to be formed, so that every Option can be thoroughly discussed. All options need to be available, including peak hour Traffic Light System. Don't rush into it.

#### **Comment #443**

There is no good evidence to support any option. Please do not continue just to be seen to be doing something. The consultation was flawed in its design (incomplete and leading questions), analysis and interpretation (ignoring sample bias, sub-group analysis, etc.) The final report showed that none of the proposed options make a positive difference to the stated objectives. The main benefit identified 'changed character of the town' is not evidenced and was not an objective of the project. The changes to improve safety are in areas where your own quoted data shows the fewest accidents.

#### **Comment #444**

As someone who visits BOA several times a month, my family and I would really value the reduced traffic in the town centre, however, one way traffic is still going to be a road full of cars. Wider pavements mean greater footfall which means better trade at local stores and more people visiting on foot as they sense how the town is prioritising people walking around over bumper-to-bumper vehicles. Option C is the choice that will most benefit the town's economy as well as the lungs of our little ones.

#### **Comment #445**

Why on earth would we ignore the advice given by experts who proposed option C? Option A simply does not make sense in the face of their conclusions. There seems to be a public desire to return to the halcyon days of COVID and the one way. Traffic volume then was hugely reduced. Comparison with lockdown by non-experts should not carry weight. The reality will be very different. Volume will be enormous in residential parts of town and over



the bridge. Bradford Green Town. A reduction in pedestrians and cyclists will be inevitable in the New Road area - school etc. consequence of one way and its ma.

**Comment #446**

None of the options are ideal as they don't address the traffic volume issue. However, if we must choose select C as it allows a flexible road layout and shares the traffic; is the Atkins expert recommendation; is the least bad on pollution. Please do not pursue A: it forces traffic to residential/school areas with an associated increased risk to child safety, will move congestion, will attract more through traffic and has a negative 'green' impact with the longer drive. A scheme must work for all areas of town and not for those motorists who think with A, it'll be quicker to drive through BoA.

**Comment #447**

I am in favour of Option C as it spreads the traffic load through the town and gives the option of using Masons Lane. The one-way system trialled during lockdown resulted in heavy traffic on new road which is heavily populated and the main route to school for many pupils at Christchurch and St Laurence. Trying to turn right coming from Woolley St on to New Road was difficult as was crossing the road for pedestrians. Meanwhile during this trial period Masons Hill, which has less housing and very few pedestrians using it.

**Comment #448**

The closure of the A36 has highlighted the "bottlenecks" of the current two-way traffic system around the town. I think that a one-way system (as used in pandemic) is the only way forward, for pedestrians and drivers.

**Comment #449**

None of the options should be progressed. They do not meet the key stated aims of the Traffic Study. A return to the COVID one-way system (Option A) has unacceptable impacts on Mount Pleasant, New Road and Springfield in respect of traffic volumes and unacceptable traffic noise. Option C increases traffic flows along these same roads, with the same adverse impacts as Option A. Multiple mitigation measures to lower traffic speed and reduce noise levels along these roads would be required to make either option viable. As such, both of these options are flawed and should not be progressed.

**Comment #450**

The simplest and most effective solution would be to narrow the roads and implement the one-way system that was in place during the pandemic and enforce a 20mph speed limit





across the town with average speed cameras and narrow the roads to create a segregated cycle path. Revenue from fines should be ploughed back into cycle path and pavement maintenance and other road safety initiatives.

**Comment #451**

I am extremely concerned that Option A is being considered as a solution to traffic issues when an independent EXPERT suggested Option C. The trial of the one-way system took place during the pandemic. This was not a true reflection of the volume of traffic which would be passing through Springfield. Even then the noise from the traffic made sitting outside in our gardens and leaving windows open intolerable. Getting out onto the main road by car was difficult and crossing the road as a pedestrian was challenging. Option A would send more cars into a densely populated area - madness!

**Comment #452**

I am against a one-way system as: -. It will extend the route to the town bridge for traffic entering the town from the Bath/Winsley direction, spreading pollution and noise over a wider area. It would increase pressure on the already dangerous and congested mini roundabout at the top of Whitehill. it would force Whitehill and Whitehead's Lane residents to go a long way round if they are coming from the town bridge direction, increasing traffic on a large part of the proposed one-way system My preference is for focusing mostly on pedestrian safety, and improving walking routes.

**Comment #453**

I am against the one-way system because I live in the middle of it, in Whitehill, and it will make exiting the hill at either end more difficult. Also, a one-way system will extend congestion to areas like Silver Street, which currently have quieter periods of the day. Access to Whitehill from the town bridge direction will be much extended, causing more pollution and inconvenience. Widening some of the narrow pavements, especially in Silver Street and on the town, bridge, would be appreciated, but no one-way systems, please.

**Comment #454**

I am concerned at the potential ignoring by council members of expensive, independent advice from Atkins choosing anything other than OPTION C - the best long-term solution for all. I object to OPTION A and a lived experience of increase in volume, noise, speed of traffic flow and reduction of air quality in residential areas a One-Way system would introduce. Anything other than OPTION C will have a long-term negative impact on the health of residents. I urge you to move your attention away from the motorist and the populist solution to that of true residents.



#### **Comment #455**

I haven't lived in BoA for long. It is a lovely place, but without doubt the one thing that tarnishes it is the traffic. Could both market street and silver street be operated as one-way systems? Then the pavements widened over the town bridge and a traffic light system put in place so that traffic is only single file over the bridge, thereby improving safety for residents.

#### **Comment #456**

As a resident of Monkton Farleigh and as someone who regularly drives through Bradford on Avon, I liked the one-way system adopted in Covid times. Many thanks, **Bridget Norman**

#### **Comment #457**

We have **lived and worked in Market St for 63 yrs** - I believe this is a unique length of time. We prefer the one-way system up Market St. We noticed there was a smoother flow of traffic on the one way system, less congestion and most importantly to us less pollution, less black particles coming into the house from traffic. **Mr. & Mrs. Andrew Jenkins - 25/26 Market St**

#### **Comment #458**

The traffic in the town has become unbearably heavy, causing congestion and pollution for all who live there. A one-way system would at least keep it moving and the only reasonable system is the one in operation over Lockdown. There is a need to look into the reason why one small town is experiencing such a volume of traffic and address it, it will wreck the Bridge and the Town.

#### **Comment #459**

This morning's closure of Masons Lane clearly shows the need for a system with alternative routes when incidents happen - which they sometimes do! Please either keep things as they are or choose Option C!!!

#### **Comment #460**

I believe that a one-way system is the best option, i.e. Silver Street, Market Street and retaining two-way traffic on New Road. For safety reasons the whole circuit should be 20mph. The existing parking bays should be removed from opposite the Community Centre on Mount Pleasant. In addition, the introduction of pedestrian crossings and traffic calmers on New Road would be necessary to ensure safe egress from side roads.

**Comment #461**

I strongly feel that the best way forward (to ensure a reduction in traffic congestion in BoA) is to return to the FULL ONE-WAY SYSTEM as experienced during the Covid period. This greatly assisted traffic flow through the town, eliminated pinch points & made things safer for all who move through the town, whether on wheels or on foot.

**Comment #462**

The vocal minority opting for A ignore that 'the trial' operated in a reduced volume of traffic. But in peak hours in the future, A is modelled as causing the MOST CONGESTION and LONGEST JOURNEY TIMES, and longer CLIMATE DAMAGING journeys off peak. It has no contingency routes and will increase pressure on the climate, cyclists and pedestrians, and residents who didn't choose to live with A-road traffic. I don't want congestion to spread ALL over town; traffic should take the shortest route compatible with installation of wider pavements, more cycle lanes, better bus routes and town-wide 20mph.

**Comment #463**

The one-way system that was in place during Covid worked well, with traffic flowing more freely through the town, resulting in much less traffic sitting in queues, hence less pollution. This scheme would enable walkways to be widened making it safer for pedestrians, especially wheelchair users and families with prams and buggies. It should have remained in place after Covid!

**Comment #464**

Option A is the only viable option. it worked in the Pandemic, and it will work again. The alternative will be more emissions as cars will still have to queue to give way to the priority traffic and nothing would be better.

**Comment #465**

Dear Council. I have read Atkins' report and studied the maps, especially maps showing Options A & C traffic speeds. Both options have advantages; a compelling case for Option A is its simple traffic flow and better pedestrian access; Option C involves queuing at peak evening times on Winsley/Bath Roads and parts of New Road. The impact of traffic on Mason's Lane in Option C relative to "baseline" is counter-intuitive - same traffic speeds despite (1) all traffic through town coming up, and (2) priority to up traffic. No queuing up Masons Lane (happens now) and why the New Road queues?

**Comment #466**



This week the town has been clogged up with traffic due to accidents. If there was a one-way system, the situation would have been even worse as there would have been no alternative way through town.

**Comment #467**

The only fair way is to go with option C as is aligned with the Atkins report and helps to balance the traffic flow around the town that option A does not which also will lead to a lot more miles driven especially from Newtown as you won't be able to turn right down market street to cross the grudge but have to go all the way around and down silver street which seems mad

**Comment #468**

Reinstalling the one-way system will force traffic along roads that the resident would not otherwise choose and lead to a lot of extra miles. If the council commissioned experts to assess who recommended option C, then this is what should be implemented or do nothing.

**Comment #469**

The one-way system during covid worked great. I no longer dreaded driving through the town. The traffic flowed well. I support a one-way system.

**Comment #470**

As a resident of New Road, I am somewhat concerned about the impact of Option A on the traffic levels and subsequently the safety of residents in this part of town.

**Comment #471**

Please implement a one-way system as soon as possible. You will not keep everyone happy but the whole point of a democracy is that you at least go with a majority vote - which has repeatedly been for a one-way system as implemented during Covid.

**Comment #471**

I support Option C and strongly oppose Option A. Reasons are: Huge increase in traffic volumes/congestion along the Mt Pleasant to Silver St Loop which would be much worse with Option A. Unnecessary longer journey lengths under Option A with knock on increased emission; residents need flexibility to choose more direct/shorter journeys especially outside peak times. Consultants have been paid to come up with the best solution that meets the 3 priorities, their recommendation has to inform decision making and they recommend Option C. Congestion/safety issues experienced during Covid one-way.

**Comment #472**

Having a priority give way (almost the same as now) at the bottom of Masons for uphill traffic (Option C) will NOT cure the peak time congestion or pollution in Masons Lane. The obvious option is for a ONE-WAY system UP Market Street and Masons; this would also help the flow of traffic through Bradford as it would help reduce hold-ups at the Swan Hotel pinch point as well. We have a great opportunity to get the congestion sorted now, DON'T waste it on a halfhearted scheme. It worked once, let's get it working again and traffic flowing.

**Comment #473**

No to Option A. This has been shown to be the worst option in the Atkins report and caused major traffic congestion to the north of town when remaining in place after lockdown.

**Comment #474**

Do not proceed with Option A! It will be an unmitigated disaster causing huge traffic problems to the north of town. With no plans to reduce traffic volume moving through the Town and this set to increase by 17% over the next 16 years, there is no viable option presented other than Option C that comes close to meeting the brief set out by the Town Council when instructing the Traffic Survey and subsequent Modelling Study by Atkins Realis. Ignoring the recommendations as presented in the study would be hugely irresponsible and remiss of the Council.

**Comment #475**

Concern has been raised at the interpretation of statistical data generated by the traffic report consultation feedback form. The questions asked focused on whether there was support for option c which the Town Council were progressing with. However, informal comments have now been used and manipulated to generate percentage values for support of option A. This is extremely underhand and does not represent a whole town level of support. Option A will cause traffic congestion and misery for a large portion of the Town and is being pushed by a large number of people who don't even live here.

**Comment #476**

Option C should be progressed as per the recommendations of the Atkins Realis Traffic Modelling. Option A was shown to be harmful with its intensification of congestion on pedestrian and bus routes to the north of town. Option A will cause harm to school children walking and cycling to school at peak times. The one-way system in place after lock down was dangerous because of this. Please do not implement Option A.



#### **Comment #477**

It is worrying to see the hatred being shown towards those living in the north of town because they are concerned about the impact of a one-way system. The traffic problem is one caused by the volume of traffic moving through the town to cross one of the few bridges available. It is not one caused by residents in the north of the town. However, those pushing for a one-way system are actively seeking a material change to highway infrastructure that will directly impact residents to the north of the town. How this can be perceived as having the whole town's support is inconceivable. Onto Option A!

#### **Comment #478**

I echo the words of **Klas Hyllert** who has written to you, including his valuable thoughts on a bypass. As a resident on Mount Pleasant, I look at table 5.4 of the AtkinsRealis study which shows a doubling of traffic for either option A or C and believe that after 18 years in the town it is time to go. I'm surprised that the majority who gave report feedback would like to see option A given the increased traffic volumes, congestion and time to drive through town. Finally, I think the level of bias language towards option A on this form page is less than professional **Mr. G Mason, 3B Mt Pleasant**

#### **Comment #479**

It feels imperative that the council vote to adopt the traffic scheme recommended by the experts / traffic consultants - Option C. In the current climate emergency, we cannot adopt a solution which makes existing bus services unviable. Whichever option is selected between A and C, it feels imperative that the bus gate is adopted. Given the collision records, I am confused why no widening is proposed to the footpaths across the town bridge. A simple solution would be to remove the west pavement and double the width of the path on the east, this would allow space for two pushchairs to pass.

#### **Comment #480**

The reality is that Bradford on Avon was not designed for cars, so I empathise with this challenge. However, I strongly believe we should put people before cars and consider a longer-term solution which begins with option C and also includes a bigger picture for town planning. For example, incentivising the use of public transport, putting a congestion charge on lorries or simply banning them from the bridge, and making our pavements and cycle ways safe.

#### **Comment #481**



Why is option B not being considered more closely? That looks to be the best bet based on the modelling...

**Comment #482**

Hello, I like option C.... During the covid New Road was like a motorway with endless traffic, you could not cross the road... no zebra crossing, no lights, very dangerous for people and specially children. Thank you, Agnes

**Comment #483**

I fully support the comments submitted to you by Klas Hylten. The conclusion of the experts / consultants on the best solution to address the problems faced by this small-town regarding traffic should be guiding our final decision going forward. Surely that was the purpose of the consultation process. Ruth Hylten

**Comment #484**

Any option is wasting money. There are but 3 ways to solve this. Reduce overall traffic Build another vehicular bridge over the river Create a bypass for traffic to avoid town centre Please allow an option D which is none of the options on offer. Without doubt if a one-way system is put into place, it will have serious knock-on effects in other parts of the town. New Road is already a rat run which has inadequate pedestrian crossing points.

**Comment #485**

The bus gate system simply will not work and create more delays and fumes in the centre of town. About ten years or so ago scaffolding was erected in Silver Street and the Council introduced a one-way system - apart from buses, which could go the wrong way on the one-way system. So, traffic lights were installed. That created massive delays, and the Council said a one-way system would not work as a result. The Covid one way system worked very well, so please reintroduce that one instead.

**Comment #486**

It's understandable that the TC wants to be proactive, but these options feel yet again like rearranging the deckchairs on The Titanic. If you visit any similarly sized town in the UK, you'll see similar problems because there's too much traffic on the roads. The situation in BOA is exacerbated because there's only one vehicular route over the river and it's a medieval town with twisty narrow roads and pavements. That's its charm and reason many people choose to live and visit here. Sadly, I think newer residents move here without realising that one has to adapt to the town, not the other way round.

**Comment #487**

I am a Bradford resident and don't feel any of the Atkins suggestions meet the identified priorities and should not therefore be applied. My views are: 1. I feel the town bridge is the most dangerous area for pedestrians and a SIMPLE footbridge should be installed to cross from the library car park to Indian Spice area. 2. Introduce a charging system for lorries to prevent those avoiding Bath coming through Bradford. 3. Do not introduce a one-way system as this could cause more traffic to come through Bradford, if it has the effect of improving traffic flow.

**Comment #488**

Dear Town Council, I suspect many of the comments you receive will be from homeowners who are self-interested in their own topics of interest. My interest is primarily in pedestrian experience and town ambiance. I think option A offers the most benefit to the town, all things considered. You will get opposition from people who live on New Road and Silver Street if you choose option A. But leadership is about tough choices and not pandering to special interest groups. Option A is worth it. The other options pander to self-interested homeowners.

**Comment #489**

I am writing to express my strong opposition to Option A, and qualified support for Option C. Option A will bring an enormously increased volume of traffic to the town, above all to the B road on which we live. Atkins themselves admits this and does not recommend this option. The beneficiaries of Option A are those who want to drive through the town - not those who live in it. Also, at the beginning of this process we were promised that no one's quality of life would be made worse by any scheme - and Option A runs counter to that promise. Option C is the lesser of two evils but needs refinement.

**Comment #490**

Can I start by pointing out the incorrect day/date on the site which hardly instils confidence in the consultation process, I trust the Council will accept responses up to the Wednesday. With reservations I would support Option C, the only 1 which puts the interests of pedestrians/cyclists above the car driver. If there is a genuine desire to reduce traffic flow consideration should be given to routes that encourage cars away from the Town and simple improvements could be made by improving the B3105 junctions by installing traffic lights at the A363 junction and a roundabout at the B3107.

**Comment #491**





Ideally, I would prefer a one-way system as introduced during the pandemic, with perhaps some additional traffic calming measures in New Rd, such as speed restrictions and/or speed cushions to assuage concerns there. In the absence of such a scheme, I would favour Option A of the report. [REDACTED]

**Comment #492**

Hi. We did not respond to the Atkins report. So, these are our first comments on this matter. It is clear that both A and C will bring benefits to the town centre - which is positive. It is also clear that any changes here will have a significant negative impact on the New Road loop (but this is acknowledged and outside the scope of this consultation). A bus gate is surely a sensible way to minimise the impact on bus routes in these scenarios. The Atkins recommendation of Option C seems eminently sensible. Why do we not just push forward Option C as recommended by the experts...???

**Comment #493**

I am absolutely in favour of a one-way scheme close to what we had at Covid but with an assurance of monitored speed restrictions where there is worry - such as with stated concerns of New Road residents.

**Comment #494**

I am a Springfield resident, so have a particular interest in this matter. Atkins report shows Option A gives a big increase in N-S & E-W journey times, and this tallies with my experience at the end of the trial period, as volumes were returning to normal. There were long queues in New Rd / Springfield in the am and pm peaks. Option C gives traffic more flexibility in choosing routes, which will ease congestion. Option A, though popular, gives no benefit in any journey direction, and is much worse on some. Don't ignore the Atkins report, which we paid for. Choose Option C.

**Comment #495**

Option A is our favoured solution. This system worked well during lockdown and one of the main issues is the bottle neck coming at the roundabout with Market Street. Option C fails to address this issue. Also, pedestrians frequently attempt to cross this road, and two-way traffic makes this more dangerous.

**Comment #496**

I fully support a one-way system similar to that put in place during Covid.

**Comment #497**



I favour Option A remembering that the last time the town had traffic flow was during COVID when the one-way system was in place. Living near Sainsbury's, the traffic is constant, nose to tail, along the Frome Rd B3109 whereas the B3109 /New Road is mostly quiet, so Option A also distributes the burden of traffic more 'fairly' along the B3109 through the town. It is residential all the way through but also a through route and should be used more effectively as such and Option A best enables this.

**Comment #498**

AtkinsRéalis report option A will not improve traffic flow because it does not remove two narrow pinch-points on Market Street and the need for traffic to merge at the mini-roundabout at the junction of Market St and Silver St. A one-way system like that in place during the pandemic is the only solution that will ease traffic congestion and speed flow by removing the pinch points. A small increase in D1 bus northbound travel time is a small sacrifice to make due to it having to do one loop of the gyratory, but with improved traffic flow this is likely to be marginal anyway. [REDACTED]

**Comment #499**

I am a Bradford resident and don't feel any of the Atkins suggestions meet the identified priorities and should not therefore be applied. My views are: 1. I believe the town bridge is the most dangerous area for pedestrians and a sympathetically designed footbridge should be installed to enable safe crossing from the library car park to Indian Spice area. 2. Restrict lorry traffic to prevent those avoiding Bath coming through Bradford. 3. Do not introduce a one-way system as this could result in more traffic coming through Bradford, if it has the effect of improving traffic flow.

**Comment #500**

Option C with clear options for whiteheads lane and Whitehill Consider the no access from the top of Whitehill.

**Comment #501**

I would fully support the one-way system as in place during the Covid pandemic. It seems the most appropriate solution to reduce traffic congestion and pollution.

**Comment #502**

I would most definitely one hundred percent support a one-way system like that during the pandemic. That system work incredibly well and allowed the traffic to flow at all times. It was a much safer system. Since the system reverting back to the current one, I almost lost my big toe when walking up Silver Street due to a bus mounting the pavement because of



the two-way congestion. I wrote to the council at the time but heard nothing back. I fully support the one-way system as was in place during the pandemic.

**Comment #503**

I'm a resident of Silver Street who walks to the train station, drives a car through town and cycles. I'm in favour of option C as a reduction in travel times and maintaining bus flow was clearly evidenced in the Atkins report. While the COVID scheme made Silver Street a much safer place to walk, we could see the impact on traffic flow on New Road where we usually leave our car. It would be very disappointing to see a scheme in place that led to an increase in traffic flow through town, generating increased driver frustration and bus delays.

**Comment #504**

Option A please It is imperative that traffic is able to flow through the town, keeping the narrow areas with traffic coming in both directions simply does not work. The size of vehicles and most people's inability to judge width and distance will continue to cause traffic jams. Please go for option A Many thanks

**Comment #505**

All options that pre-date a proper bypass is merely tinkering with an old problem. A courageous decision needs to be taken by far-sighted councillors faced with the inevitable.

**Comment #506**

Please, please, please, simply return to the one-way traffic system as implemented during Covid pandemic. No bus gates or half measures, and a speed limit for the Newtown Road to ease the impact on the residents of that area.

**Comment #507**

We mustn't impose heavy traffic making B3109-B3107 loop a S 'bound A363. 2021 "Option A" scheme caused all-day tailbacks not free flow: FAIL! Silver St (80 businesses) needs wider footways. Market St (40) doable with no 1way. St Mgts St (40) etc. needed too. TC, ask for WC's 2013/2023 LCWIP cycle schemes! We can steadily lower through-traffic volume by raising drivetimes, using wide footways, cycle lanes. Obey N'hood Plan & Copper mandates: volume, better walking. Don't help peak-hour drivers, 70% out-of-town: help those they pass by! Option C is close, not enough. Do new LCWIP, walker priorities.

**Comment #508**



My observations are as follows: the volume of traffic is increasing all the time. Trowbridge Road - many vehicles do not keep to the speed limit. As a pedestrian, I am increasingly concerned by the number of cyclists using footpaths and pavements; I had three near misses last week alone. Also, electric scooter riders - nearly knocked over at the lights by the Canal Tavern by a scooter rider who did not stop for the red light and also on the footpath by the Strip Wood - two near misses with speeding cyclists and an electric scooter rider who also swore at me. I will not use this path again.

**Comment #509**

My vote is for a one-way system similar to that used during covid. It eased the traffic flow and cut down on the pollution on Masons Lane (where I live). The current congestion due to the A36 closure is awful. Queues of traffic just sitting there waiting to get through the bottleneck after the bend.

**Comment #510**

I live on Bridge Street in the centre of town and I'm vehemently against any solution that slows down the same/existing volume of traffic. If no measure can meaningfully reduce the volume of traffic through time, the worst possible option is to make vehicles take even longer to get through - as that will drive up air pollution and make driving in and out of town even harder for residents. Option C is the best of the three bad options. The traffic situation is a blight on this town, but Options A and B would only make matters somehow worse.

**Comment #511**

All of the options on offer are bad. The one way system during covid at least make life in the centre of town easier and more convenient, two way traffic around the roundabout by the bridge is just chaos, and either way air pollution is going to remain awful - however a one way system at least makes it easier for residents like us to drive in and out of town (to things like. Our jobs.) - the disruption caused by widening the pavements etc. would also be horrific on our day to day lives in the meantime for no gain - easier walking isn't the issue here, it's air pollution and quality of life.

**Comment #512**

It seems to me that option C is the most sensible. I think it will be the most beneficial to the whole of the town.

**Comment #513**

Option C feels like the best option. I think option A will encourage a speedier thoroughfare of traffic and that will just encourage people to use the town as a cut through.

**Comment #514**

Option C is the most sensible out of a bad bunch. To have only one way traffic going up Market Street is as you already know is going to put ALL traffic trying to get through what is probably the worst congested town in Wiltshire and beyond down a B Class Road serving a residential area of some plus 200 properties. As it is, Option C will no doubt result in a substantial increase down New Road and Springfield, which it was not designed for and with a road surface which is already breaking up! The noise from this road is intolerable and used as a racetrack late in the evenings. Ltd characters?

**Comment #515**

option C is my strongly preferred option as it allows all roads to be used flexibly.

**Comment #516**

As a pedestrian I want option C. When option A was implemented the traffic through Mount Pleasant and New Road was heavy. Crossing either road during peak hours was difficult as the traffic was unending, while crossing either road during off-peak hours was dangerous as cars sped down the road unhindered. Please implement option C to at least give me a chance to cross the road during off-peak hours.

**Comment #517**

Option c for me please. I drive and walk through town and option c feels safer all round.

**Comment #518**

On Fri 13 Sept. I submitted a paper for councillors to consider, it highlights the routes through the town and their Pinch Points (PP) - causes of stoppages and queues! The objective: to improve flow, reduce congestion, and support emergency vehicles. Traffic from South to North + N to S face 10 or 11 PP! The paper demonstrates that 7 PP can be removed (Benefits: increased traffic flow, less pollution, + ...) and recommends re-introducing the One-Way System as per Lockdown (data tables show savings for all routes). I am sure this PP perspective will inform Councillors, if not please explain why?

**Comment #519**

Option c strongly preferred for pedestrian safety, noise reduction and environmental pollution.

**Comment #520**



I want Option C as it is the option recommended by the traffic consultants. The one-way system during lock down led to a massive increase in traffic and heavily congested roads around New Road, Sladesbrook Road & surrounding roads, this led to worsened pedestrian and cyclist safety on these roads and increased pollution. Option C offers the flexibility for residents to use the more direct and shorter routes, Option A would lead to longer journey lengths with increased emissions. I oppose option A and would like to see Option C adopted.

**Comment #521**

BoA deserves a road system which works, and because we had the one-way system during Covid we have had a pilot scheme which shows that we can get traffic moving and reduce air pollution and make pavements safer. Wiltshire has an obligation to build thousands more houses each year, a policy which was also in the Lib Dem manifesto. It is incongruous that BoA has a policy to reduce the number of cars whilst increasing the number of households. The strategy should be to make traffic flow better not take us back to the Middle Ages <https://chng.it/nyDkjvgqBr>

**Comment #522**

Assuming that most northbound traffic coming over Town Bridge is going in Bath direction and most southbound traffic entering BoA from the north wants to go south to Trowbridge, it would make traffic including buses flow better at Town Bridge roundabout and at Castle Inn roundabout if northbound traffic went UP Market Street and Masons Lane and traffic coming from the north went left at Castle Inn roundabout along Mount Pleasant and down Silver Street. This direction for one way traffic avoids right turning traffic at these roundabout choke points. This is the opposite to Atkins.