

BRIEFING NOTE – BRADFORD ON AVON TRAFFIC STUDY

Background

- BoA TC and Wiltshire Council commissioned AtkinsRealis to conduct a traffic study (2/3 1/3 cost split respectively)
- Objectives agreed
- 3 interventions were tested and evaluated in agreement with BoA Town Council and the wider Project Team:
 - (A) Market Street and Silver Street one-way
 - (B) Pinch point priority narrowing
 - (C) Silver Street one-way and Market Street priority narrowing
- Results assessed against agreed objectives
- 4th March 2024 final report issued
- BoA Town Council ran public consultation events summer 2024 in person and online
- Bradford On Avon Full Town Council Resolution 24th September 2024 considered consultation feedback and unanimously approved a traffic scheme which does not appear to be one of three interventions tested or consulted on.
- The resolution most closely aligns to Option C, but there is no mention of the bus gate.
- The resolution asks Wiltshire Council to design a scheme on an experimental traffic order with the ability to be made permanent, which will be assessed continually against the Town Council's **top priority** of pedestrian safety.

WC comments on resolution

BoA Scheme Element	WC Comments
20 mph speed limit throughout the town.	<i>Standard criteria exists for assessing speed limits in the county.</i>
Wider pavement being prioritised and maximised throughout the scheme, particularly at the bottom of Silver Street and the top of Market Street.	<i>The three interventions tested all identified where footways could be widened.</i>
One-way traffic, east to west on Silver Street.	<i>Due to the detrimental impact on bus services, the one-way options tested included a contraflow bus gate on Silver Street).</i> <i>Essentially, buses would no longer be able to travel northbound and serve the eastern side of the town without double-back on themselves at the Springfield</i>

	<i>roundabout. This would add significant time to bus journeys.</i>
Two-way traffic on Masons Lane.	<i>Noted.</i>
Serious consultative mitigation measures put in place from the start in any areas negatively impacted.	<i>We believe this element could be referring to providing pedestrian crossings and/or traffic calming measures to manage an increased traffic flow on New Road/Springfield as a result of the one-way proposal.</i>
Transparent consultation with emergency services, local bus services and local schools on the impacts of any scheme.	<i>If a scheme were to be developed further, it is standard practice to consult locally affected stakeholders informally and formally through a TRO.</i>
We are open to exploring both one way and priority shuttle working at the top of Market Street, and would welcome guidance from Wiltshire Council highway engineers as to which system it would be most beneficial to our priorities to put in place first on a trial basis.	<p><i>Both one-way, and shuttle working on Market Street formed part of the tested scenarios, but as agreed with the Town Council, with a bus gate on Silver Street.</i></p> <p><i>None of the 3 options evaluated looked at one-way just 'at the top' of Market Street.</i></p> <p><i>Option C did consider priority working 'just at the top' of Market Street</i></p> <p><i>All scenarios tested showed the predicted impact on a range of factors, such as traffic flow and air quality.</i></p>

General Comments

Bus Gate

The town council representatives on the traffic study steering group were fully aware that changing Silver Street to one way east to west would have a severe impact on bus services and as such would be unacceptable to Wiltshire Council. To overcome this issue a bus gate on Silver Street was modelled.

The Town Council's unanimous resolution appears to exclude the bus gate on Silver Street.

In addition, the Town Council's resolution appears to support various elements of the three options that were modelled and evaluated by the Project Team, but does not specifically support any one of the options that was consulted on. The resolution appears to suggest that only the 'top' or northern section of Market Street be

considered for one-way working or priority shuttle working. A one-way element at the 'top' of Market Street has not been modelled and the impacts have not been quantified. If the scheme proposed by Bradford On Avon Town Council does not include a bus gate on Silver Street then it is not acceptable due to the detrimental impacts on key bus services including the D1 and 98 town services.

Option C

If the Town Council resolution was Option C, then the next steps would be to conduct a detailed technical feasibility study to determine if a bus gate was deliverable on the ground.

Town Bridge

The top priority for the Town Council is pedestrian safety. It should be noted that none of three options developed improve pedestrian safety issues on the Town Bridge.

Discussion with Town Council

The above points were discussed with the Town Council on the 18th November 2024 to gain a better understanding and further suggestions were made.

Agreed that top priority remains pedestrian safety.

Market street

Two way working to remain in Market Street and Mason's Lane

Suggestion made for a formal priority system (downhill traffic gives way to uphill) to control traffic movements at the existing yellow box marking. This would allow a further narrowing of the carriageway and a widened footway to be provided.

Suggestion made for modification to the Church Street junction bellmouth to reduce the carriageway area, provide additional pedestrian space, and allow changes to the zebra crossing to reduce the crossing width and pedestrian exposure time.

Silver Street

Recognition that one way working with contraflow bus lane would need additional work to prove if concept would work or not.

WC stance is that if eastbound bus movements cannot be accommodated then two way working would have to be retained. Removal of bus route is unacceptable (As General comments above)

Recognition that provision of substantive pedestrian enhancements would be difficult to achieve.

Noted that some concerns had been raised by residents about the need for contingency plans if one way working were introduced and an incident closes Market Street. How would traffic get through the town?

Town Bridge

Recognition that Town Bridge pedestrian movements are an area of concern that could be addressed through the provision of a separate footbridge.

Provision of a new footbridge would allow step change in pedestrian routing on south side of river across library car park.

New footbridge may allow measures to reduce pedestrian use of Town Bridge to be considered.

Offer made by WC to provide Engineering and bid support to the Town Council if they wish to pursue.

Next Actions

Town Council to consider WC feedback.

OPTIONS MODELLED

Figure 4.1 - Option A – Market Street & Silver Street One-Way

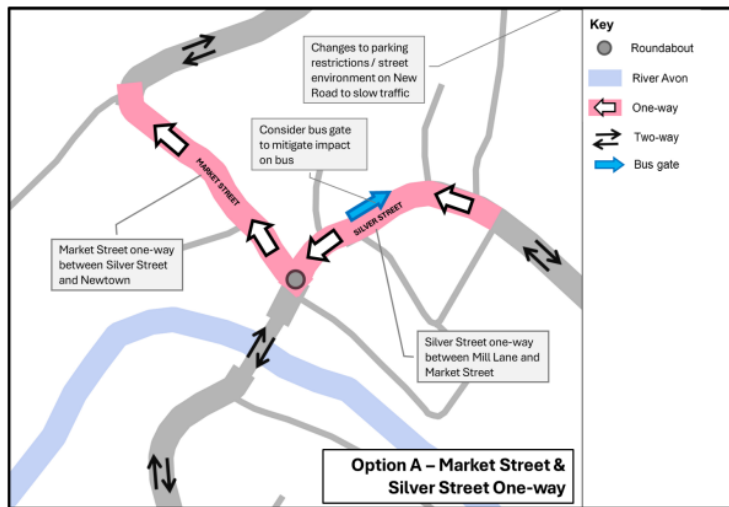


Figure 4.2 - Option B - Pinch Point Priority Narrowing

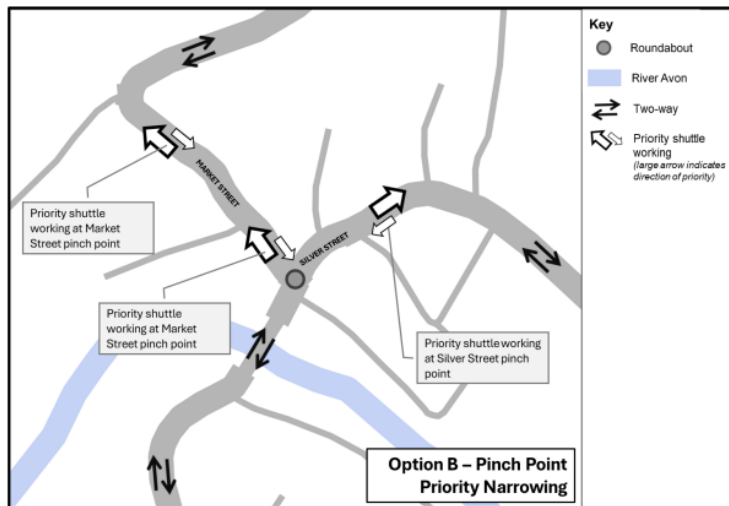


Figure 4.3 - Option C – Silver Street One-way & Market Street Priority Narrowing

