

Briefing Note – Bradford on Avon, Silver Street Bus Gate Update

Introduction

Wiltshire Council and Bradford on Avon Town Council commissioned a transport study in 2024. The recommended option included a bus gate on Silver Street. The objectives of the bus gate were to reduce traffic flows and re-allocate road space to improve the public realm especially the pedestrian environment by allowing widening of footways and consideration of additional crossing points whilst retaining current bus movements to minimise the impact on timetable and service provision.

Bus Gate Feasibility Study.

Bus Gate – via Signal Control

In 2026 Wiltshire Council commissioned traffic consultants to undertake a detailed feasibility study of a signalised bus gate.

The feasibility study has led Wiltshire Council to conclude there are insurmountable practical and safety constraints and challenges including:

- siting of signal equipment,
- the practical operation due to poor visibility leading to long waiting times
- likely red light violations
- the removal of the Zebra crossing

Alternative proposal

Bus Gate via Traffic Regulation Order – Prohibition of All Motorised Traffic - Excluding Buses

A prohibition of all motorised traffic, excluding buses has been considered for a short stretch of Silver Street, between Market Street and Coppice Hill. This proposal allows the opportunity for some public realm and pedestrian improvements whilst retaining bus access. The traffic restriction could be applied time restricted, for example 7am to 7pm allowing full access outside of its operation. The proposal could be delivered via an Experimental Traffic Regulation Order allowing the opportunity to reflect on the operation and impacts through monitoring key metrics. Enforcement options would need to be considered.

Next Steps

The design options for the public realm and pedestrian improvements can be taken forward with the view to agreeing final proposals following key stakeholder engagement. Once an agreed scheme is finalised implementation can follow subject to funding availability. If the town council wish to proceed with the prohibition of motor vehicles except buses on Silver Street, this can be progressed concurrently with the public realm and pedestrian improvements proposals.