

Bradford on Avon Traffic FAQs

1. Why can't we go back to the COVID one-way system?

The introduction of the one-way system, combined with post-COVID traffic volumes, has been shown to increase congestion in both the northern and southern areas of Bradford on Avon by independent modelling completed in 2024, affecting the operation of the wider highway network.

During the COVID period, the one-way system operated under significantly lower traffic volumes, both within Bradford on Avon and across the surrounding road network. However, traffic levels have now returned to pre-COVID conditions.

2. Why can't the northbound D1 bus route be moved to run up Masons Lane, down New Road before turning at the roundabout and coming back and continuing its journey?

This proposal would inevitably increase journey times and contribute to additional congestion on Masons Lane. The timing of the route, in post-COVID traffic flows, must be considered across the route as a whole and not just within Bradford on Avon.

Any increase in bus journey times would be contrary to the objectives of Wiltshire Council's Bus Service Improvement Plan (BSIP), which seeks to support the decarbonisation of transport and encourage greater use of public transport. The effect of all traffic going along the same roads means that there is a greater likelihood of hold-ups as vehicles slow to stop at crossings or to give way at side roads and junctions.

Furthermore, the National Bus Strategy identifies faster and more reliable bus services as a key objective. By increasing delays and reducing service reliability, this proposal would run counter to those aims.

The BSIP also recognises that bus patronage is expected to increase where journey times are reduced and services become more attractive to users. A central ambition of the BSIP is for buses to provide a viable alternative to the private car for local journeys, with travel times that are competitive with driving. Proposals that increase bus journey times risk undermining these objectives and may discourage a shift towards more sustainable modes of transport.

3. All the focus is on Silver Street, what about Market Street, especially the pinch point at the top where cars regularly mount the pavement?

As part of the design of public realm improvements for Silver Street, pedestrian and public realm improvements on other key routes in the town centre, such as Market Street, will be developed.

4. Can the town have more 20 mph limits to make our streets safer?

The introduction of 20mph speed limits around the town centre, for example on Silver Street and Market Street, will be included within this project. This will be subject to the Traffic Regulation Order process.

Requests for 20mph speed limits in other parts of the town may be made by the town council in accordance with the Wiltshire Council adopted Speed Limit Policy.

5. What mitigations can be put in place for Mount Pleasant, New Road and Springfield to address extra traffic during the day?

Measures to manage traffic flow and speeds, such as formalising parking arrangements to create traffic calming features alongside creating and highlighting appropriate places for pedestrians to cross safely can be considered for these areas.

6. What can be done to stop overweight HGVs crossing the town bridge or blocking narrow streets in the town as they attempt to turn / reverse to avoid crossing the bridge?

At present, enforcement of the weight limit on Town Bridge is within the remit of Wiltshire Police however there may be an opportunity for camera enforcement of the weight limit to be undertaken by Wiltshire Council. The Wiltshire Freight Action Plan is currently under consultation.