

West Kennett Avenue Questions and Answers

Additional journey times: how have you measured them – surely depends how you drive.

The timings were taken during afternoon rush-hour, so that they would be at the speed of other traffic. That avoids unfair measurement by going faster on one route than another. But it may also bring different results from timings at other times of day. The timings were taken from Red Lion to middle of West Kennett and vice versa, so they include time spent at junctions. They are a best estimate based on averages.

Why not put in speed limits?

Highways have advised that they think a speed limit would not be effective on this road because it would be difficult to enforce, and in such cases the authorities do not approve them because it undermines the credibility of speed limits. Additionally it would mean introducing extra obtrusive signage in the heart of the World Heritage Site.

Traffic calming measures (speed bumps etc)?

While this would have some effect on speed, it goes against the design principles in the WHS strategy, which tries to preserve the rural setting of the site. It would not protect the verges and the buried archaeology from damage.

One-way closure?

Would not reduce speed or bring the other benefits of a better environment/setting in the WHS. Farm traffic and National Trust vehicles need to use the road both ways.

How would the Avenue be closed in practice?

This would be subject to detailed designs, which would again be consulted on. One way to do this would be to put in gates at either end, unlocked so that farm traffic would be able to move in both directions with only one extra gate to open. The road surface could either be left, or replaced/grassed over. Or short stretches at either end could be grassed, as a low-key way to

show closure without signage. The eventual solution would need to balance the requirements of farm traffic, walkers, cyclists and others.

What would be the effect on traffic in the village?

It is likely there would be a net decrease on traffic through Avebury, because some traffic that would otherwise have come this way (in particular the 'rat runs' across country to Swindon) would be deterred. How much effect this would have isn't quantifiable without doing it. There would be a net increase on the A4 and on Beckhampton Road.

What is the consultation process?

No steps would be taken without the full statutory consultation process for a change of this type.