

## **IMPLEMENTING LOCAL COMMUNITY REQUESTS TO IMPROVE THE SAFETY OF ROAD USERS IN THE KENNET VALLEY**

This grid takes outcomes from the Avebury Transport Group's exhibitions in Avebury (7 March 2018) and the Kennet Valley Hall (25 May 2018) and sets them in the context of the Avebury World Heritage Site Transport Strategy, presented by Wiltshire Council's then Cabinet Member for Heritage and Arts, Councillor Stuart Wheeler, in March 2015.

The column headed "Proposal" links the exhibition outcome with the relevant recommendation from the Strategy where there is one. The "Action Recommended" in the next column to the right is also taken from the Strategy in most cases. The "Comment" column includes the Strategy's indicative cost figure if there is one for the action recommended by the grid.

The intention shaping this approach is to focus discussion on countermeasures that are practicable (because modestly costed) and/or agreed by all stakeholders (because taken from the Strategy) and are likely to bring immediate and significant improvement to the safety of all road users within the northern part of the World Heritage Site.

The grid does not include items already under discussion e.g. footpaths and signage for footpaths (and generally). The purpose here is to focus on improving the road safety of all users of our community's roads whether in vehicles or not. Indeed a particular concern is for vulnerable road users, whose interests appear not yet to have received the attention they surely deserve.

Overall the Avebury Transport Group's exhibitions demonstrated widespread interest in road safety amongst the 200 or so parishioners attending them. There was support for the proposition that more needed to be done now to address the challenge of increasingly heavy road use in the Kennet Valley. Policy effort to enhance tourism along the A4 corridor can only add to that need. Our conclusion is that recognising the particular road safety demands of this World Heritage Site and tackling them effectively will improve the quality of the mobility and tourism experience for residents and visitors alike.

*September 2018*

	AREA	CURRENT SITUATION	PROPOSAL	ACTION RECOMMENDED	COMMENT
1	WHS	No visible recognition of specific and particular road safety needs of WHS, both today (Avebury has c.300,000 visitors/year) and in the future (given Wiltshire Council's Great West Way proposal)	1 - Introduce WHS-wide 50mph speed limit except where a lower speed limit is already in force 2 - Focus on vulnerable road users (pedestrians, cyclists)	1 - 50mph speed limit signage on A4, A4361 and A361 at entry to WHS 2 - Prioritise clearly defined pedestrian crossings and pedestrian/cycle path segregation	Policy initiatives to reduce reliance on private vehicles used by site visitors and others are undermined by minimal investment to date on infrastructure adapted for VRUs
2	A4 in Fyfield West Overton and Lockeridge area	60mph limit from east of Clatford turn to WHS exit (and beyond) encourages inappropriately high speeds along road with many turnings on/off and poor sightlines	Reduce speed limit throughout this stretch to 50mph	Erect signs	In view of recent incidents, Fyfield and West Overton residents press for traffic calming measures on the A4
3	A4361/A361	Increasingly heavy use by larger HGVs	"Ensure long distance HGV signing is consistent with the HGV network status and Wiltshire Council freight gateway routing recommendations" <i>(Strategy p.33)</i>	Erect signs	2015 cost estimate £5-10,000 <i>(Strategy p.33)</i>
4	Avebury Trusloe	60mph permitted between New Bridge and Beckhampton roundabout encouraging inappropriately high speeds past Trusloe turn	"Proposed measure: consideration of an extended speed restriction to the west of Avebury village" <i>(Strategy p.30)</i>	1 - 30mph speed limit extended to include Trusloe (i.e. westwards beyond New Bridge) including Trusloe turn 2 - 40 m.p.h. speed limit from Trusloe turn to Beckhampton roundabout <i>(Strategy p.30)</i>	2015 cost estimate £5-10,000 <i>(Strategy p.30)</i>

5	Avebury	30mph speed limit inappropriate for pedestrian crossings of A4361 within the monument given c.300,000 visitors/year	Reduce speed limit in village and delineate crossing points to improve road user safety (both pedestrian and vehicular)	1 - Introduce 20mph speed limit 2 - Differentiate road surfaces by natural stone product colours at key pedestrian crossing points (see Strategy p.18)	Strategy recommended slower vehicle speeds to increase safety and perceptions of safety and reduce noise pollution (see p.30) 2015 cost estimate for speed reduction element £5-10,000 (see Strategy p.30)
6	The Sanctuary	Pedestrian crossing at the summit of a road with a 60mph limit and reduced sightlines	Improve pedestrian safety as A4 is crossed from car park to Sanctuary site by reducing speed limit and defining crossing point	1 - Narrow carriageway 2 - Differentiate road surfaces by natural stone product colours at pedestrian crossing point	
7	Winterbourne Monkton and Berwick Bassett	Absence of segregated pedestrian/cycle access to Avebury requires VRUs to use busy A4361	A pedestrian/cycle path segregated from A4361	Create a segregated pedestrian/cycle path running north-south on the west side of the A4361	
8	West Kennett	60mph permitted on A4 encouraging inappropriately high speeds past turns to East Kennett, B4003 and West Kennett farm; irreparable damage to archaeology, buried and unburied; illicit layby on B4003	Progress to detailed designs for A4 traffic calming, already commissioned and part-funded by parishioners and APC, to make 'shovel ready' scheme available	Outline designs suggest A4 carriageway narrowing will require removal of centre lane on A4 at B4003 turn, which will require closure of B4003 to all vehicles except farm and emergency	ATG exhibitions prompted recognition that overall road safety and WHS experience benefits outweighed minimal inconvenience of reroutes via Beckhampton provided farm and emergency vehicles could continue to use B4003; 2015 cost estimate £100,000+ (see Strategy p.38)

9	Beckhampton	High speeds to roundabout imperil pedestrians, contribute to violence of vehicular crashes, and generate excessive noise pollution	Progress detailed designs for A4 traffic calming, already commissioned and part-funded by parishioners and APC, to make 'shovel ready' scheme available	Road narrowing, insertion of extended 'splitter islands', and addition of differentiated road surface at Waggon and Horses crossing point	2015 cost estimate £100,000+ (see Strategy p.40)
10	FP22 Avebury	Damaged and decayed footpath a challenging surface for wheelchair users, disabled pedestrians, and cyclists on a key connection between Avebury and Avebury Trusloe	Improve surface condition	Work due FY2019 (but was also due in FY2018 and hoped for in FY2017)	
11	High Street and Green Street, Avebury	Visitors confused by existing signage cause unnecessary vehicle movements with attendant road safety risks	Clarify signage	Erect "permit holders only past this point" signs (see Strategy p.42)	2015 cost estimate likely to be significantly less than £10-25,000 if no parking scheme introduced (see Strategy p.42)