URGENT ACTION REQUIRED!

Bradford on Avon Town Council's Traffic Options Problem

That is the title of a presentation for councillors, now being developed by Andrew Nicolson after studying all data, surveys and reports, to bring some facts and insights to the culture war breaking out after a petition for an “Option A” one-way system has been launched by a local climate action sceptic, professional journalist and recent Brexit/Farage adviser (Daily Express). The petition was covered in the Wiltshire Times,

One-way fans play up faster motoring and traffic flow. But one pro-one-way comment reads, “**We must never allow green tyrants into power, they always use it to destroy our finances and freedom in service of their irrational, woke, religion. Their aim is the elimination of our personal freedom and autonomy**”! We responded with a press release, leading to this Wiltshire Times article.

There is a counter post on NextDoor by local resident Paul Hayward who says "We have been residents of New Road since 2013. For over 8 months from August 2020, we were **subject to the full adverse impacts** of Option A when the one way system was introduced under the Covid social distancing regime. There was a **huge and permanent increase in traffic** passing along New Road and Mount Pleasant”.

Option A has massive problems:

- The longest round-trip distances and the highest emissions of the three Options
- Most congestion on approach roads, including Bath, Winsley and Frome Roads
- Unacceptable delays to D1 and Town bus services
- Intolerable traffic volume impact on the Mount Pleasant to Silver Street “Loop”
- Traffic not flowing freely on the Loop in the peak hours
- Potentially serious delay to emergency services by removing choices

Contrary to the claims of supporters, the Social Distancing scheme didn’t work to get traffic flowing freely. Residents have photos, videos and memories to prove it.

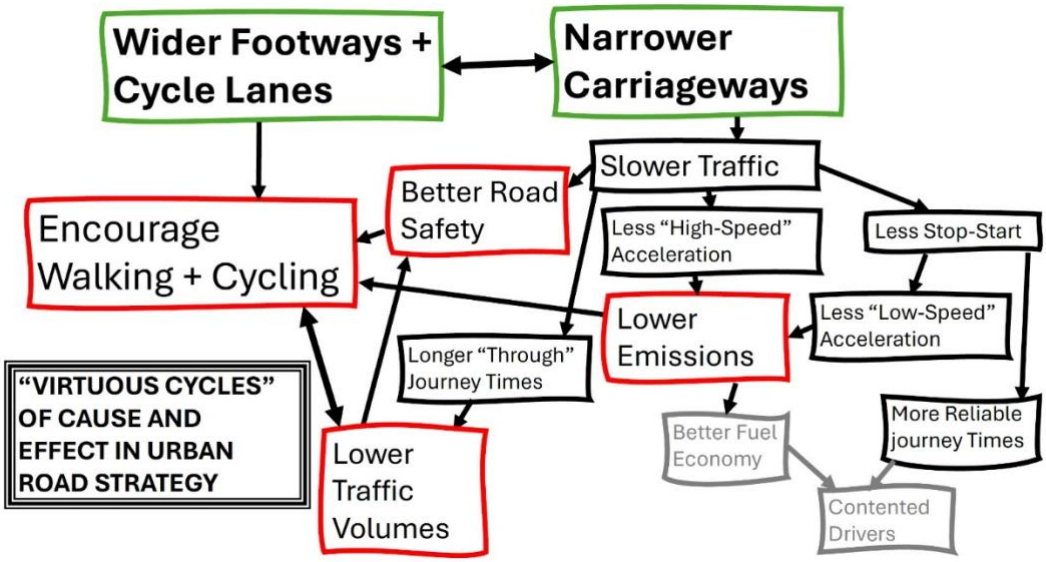
Your Sustainable Travel Action Group supports Option C, as the least damaging and most beneficial of the three Options.

Even though it doesn’t contain enough positive measures to support walking, wheeling and cycling, Option C could be the catalyst to further sustainable travel options such as wider pavements, more cycle lanes, better bus routes, and a town wide 20mph speed limit. Option C imposes the least extra vehicle mileage and emissions, compatible with widening too-narrow pavements on Silver Street. It is predicted to greatly reduce traffic on the “Loop” compared with Option A.

‘OPTION A IS NOT THE WAY, it’s OPTION C THAT NEEDS TO BE'

Andrew said, “We urgently need an ambitious Local Cycling and Walking Infrastructure Plan (‘LCWIP’) for BoA, but this process should be rooted in the community, with our local knowledge, not led by Atkins and driven by algorithms”.

The ‘Virtuous Cycles’ diagram below views cause and effect in urban road strategy. The red boxes are the desirable outcomes, the two green boxes are the means to get there, and the black boxes are the steps of cycling taking place.



Updates:

- FirstBus and Wiltshire Council may be prepared to reroute the D1 bus, eliminating the proposed Silver Street “bus gate” from Options A and C.
- If so, there's the possibility of more bus stops in the town centre
- Wiltshire Green Party has sent a call-out to local Green Party members.

There are two important upcoming dates for us all to participate and demonstrate the strength of feeling:

Monday 16th September - last chance for your 600 character 'Final Submission' to the Town Council here (Scroll to the end for submission form)

Tuesday 24th September - Full Town Council meeting with traffic discussion AND DECISION the main feature.

We need as many as possible, of those that agree that Option A is a faulty vision, to write in and turn up and make their voices heard

‘OPTION A IS NOT THE WAY, it’s OPTION C THAT NEEDS TO BE’

Talk to your neighbours, talk to your friends – it’s not climate-friendly to force more than half of vehicle journeys through town to be longer than they need to be.