

Seend Parish Neighbourhood Plan Traffic Report Review

17.06.2020

The Seend Road Safety Initiative Report was last reviewed in 2017. It gives a comprehensive analysis of the issues facing this rural parish with the A361 running east to west through a conservation area and traffic flow through narrow country lanes. The A365 is a busy trunk road taking traffic north to south.

Recommendations for consideration were divided into two sections, immediate and medium- long term for incorporation into the Neighbourhood Plan. Recent guidance from the Department of Transport in response to COVID-19 states that “the government expects local authorities to make significant changes to their road layouts to give more space to cyclists and pedestrians”. This would seem to be an ideal time to endorse the recommendations in the traffic report which accord with the government’s expectations.

Improvement of footpaths and pavements for pedestrians to make them safer and make better provision for cyclists. Pedestrian safety by improving crossings on our busy roads, both on the High Street A361 and in Sells Green A365.

Recent analysis of Freight/HGV using the A361, the non-designated route for Freight/HGV, has increased and comparison with the A365 indicate a significant increase from WCC’s Spencer Drinkwaters’ analysis of 2017 as a daily rate of 271, the 2019 metro counton The High Street showing 423 daily Freight/HGV during 4th -10th Feb 2019. Freight/HGV through this rural parish are a threat to safety and health of its residents, noisy and are damaging to property, Seend Parish has a very high proportion of listed buildings in each of the settlements. There should be weight limits on many of these rural roads.



Above: Traffic pinch points in Seend Parish

Two long term recommendations which would assist with pedestrian safety and the HGV problems were cited, by Peter J Wiltshire a professional member of Transport Society and Transport Board of the Institute of Civil Engineers, in the report.

1. Improve safety for pedestrians crossing the busy High Street. The Church Crossing which has been poorly executed must be renewed and made visible. The situation of the bus stop opposite the Lye is dangerous and should be relocated, possibly with a safety island.
2. The pinch point has had an AVP in operation to improve safety. However this has not prevented the incidence of HGVs mounting the curb because the road is simply too narrow

at this point for two vehicles, especially where one is larger than the average car, to pass. The solution here would be to make the pedestrians safer by widening the pavement and making this a single file section, for vehicles, of the High Street by implementation of traffic lights. This will discourage HGVs, calm traffic and encourage safer pedestrian access along this pavement. Parents have expressed concern, to the Parish Council, and on social media, about their children's safety going to school and them being frequently intimidated by approaching HGVs.

Some of the other recommendations have been achieved; extending the 30 mph zones and improvements at the busy Bell Crossroads. Signage has been reviewed and recommendations made. There is now an opportunity to press for safer rural roads for example in Seend Cleeve to establish a 20mph zone along The Cleeve and Pelch Lane. Provision of footpaths and or cycle lanes along rural sectors of the parish where none exist and improvement of those that are often difficult to access 365 days in the year.

The Neighbourhood Planning framework does not enable Transport Policy to be incorporated but these issues are important aspirations for the people of Seend Parish. The initiative of the government in respect of the COVID-19 pandemic and the perceived need to encourage more cycling and walking for health in a safer environment are an opportunity not to be missed.

Councillor Carole Vince BSc Hons DBO PGCE
Seend Parish Council member of Seend Parish Neighbourhood Plan Steering Group.