

From: Rogers, Gareth Gareth.Rogers@wiltshire.gov.uk 
Subject: RE: Westbury LHFIFG concerns about the increasing frequency of accidents at the C49/C219 Bratton Road-Woodbridge Road/Trowbridge Road-Court Lane crossroads (also known as 'Crossroads Farm Junction')
Date: 18 March 2026 at 14:37
To: Steve Forward [REDACTED]
Cc: Phillips, Mike Mike.Phillips@wiltshire.gov.uk, Davey, Kate Kate.Davey@wiltshire.gov.uk, Emily Greening [REDACTED]

GR

Dear Steve

Thank you for the acknowledgement.

Your summation of the report is correct.

For future engagement, please continue to liaise with Kate.

Regards

Gareth Rogers BEng (Hons) FIHE
Traffic Engineering Manager
Traffic Engineering



County Hall | Bythesea Road | Trowbridge | BA14 8JD

Tel: 01225 713384 | Email: gareth.rogers@wiltshire.gov.uk | Website: www.wiltshire.gov.uk

From: Steve Forward [REDACTED]
Sent: 15 March 2026 08:08
To: Rogers, Gareth <Gareth.Rogers@wiltshire.gov.uk>
Cc: Phillips, Mike <Mike.Phillips@wiltshire.gov.uk>; Davey, Kate <Kate.Davey@wiltshire.gov.uk>; Emily Greening [REDACTED]
Subject: Re: Westbury LHFIFG concerns about the increasing frequency of accidents at the C49/C219 Bratton Road-Woodbridge Road/Trowbridge Road-Court Lane crossroads (also known as 'Crossroads Farm Junction')

Dear Gareth,

Thank you for your detailed and considered response about the Crossroads Farm junction. To summarise, my understanding of it is:

1. Recognition that there is a persistent safety concern at the junction, largely due to driver behaviour.
2. The junction already meets the minimum visibility criteria, albeit requiring routine reduction of vegetation to ensure visibility does not degrade due to seasonal growth.
3. Technical criteria are not fully met for changing the junction priorities from GIVE WAY to STOP.
4. Your conclusion is that it is for the Parish Council to approach relevant landowners and seek that they agree to removal of the relevant hedges and

replacement with open fences.

5. LHFIG and Wiltshire Council could consider funding any legal requirements and hedgerow removal/fencing installation costs.

I will take these thoughts back to the Parish Council and we will discuss next steps. Whilst I can see the logic in removing hedgerows to improve the visibility splays, it does seem to be highly dependent on the landowners agreeing, and would inevitably be a more costly solution than simply changing signs and road markings to STOP, and influencing driver behaviour in that way.

Once we have discussed the matter at the Parish Council and talked to landowners as appropriate, who would you prefer that we subsequently engage with, you or Kate?

Kind regards,

Steve Forward

On 11 Mar 2026, at 13:46, Rogers, Gareth
<Gareth.Rogers@wiltshire.gov.uk> wrote:

Dear Mr Forward

Apologies for the delay in responding to your email. I can confirm that I have had the opportunity to review the information originally provided to the LHFIG and additionally requested a review from an independent colleague who specialises in Traffic Signing and is experienced in collision reduction solutions.

The C49/C219 Crossroads Farm junction remains a location of persistent safety concern, despite remedial measures implemented during the 2015/16 Local Safety Scheme. These earlier improvements of enhanced signing and road markings have not fully resolved collision issues. Having reviewed collision information, and previous submissions, I would conclude that recent concerns raised to the Westbury LHFIG relate to a combination of poor driver behaviour and reduced visibility, particularly on the Steeple Ashton (West Ashton) approach.

A site visit carried out on 9 February 2026 confirmed that visibility on both minor-road approaches is limited to approximately 45 metres when measured 3 metres back from the give way line. This meets the criteria for visibility however it is at the lower end of expectations for a junction of this nature and poor weather conditions, future vegetation growth, and the physical alignment of the junction contribute to this constrained visibility. Current vegetation is trimmed to winter condition; however, visibility is expected to deteriorate significantly as seasonal growth returns.

The improvement proposal previously provided has recommended improved advance signing and not supported the introduction of STOP signs on either approach, arguing that the technical criteria are not fully met. This remains my conclusion however under some interpretations of the guidance, a STOP signs could be justified if visibility remains restricted. Visibility criteria within the Traffic Signs Manual Chapter 3 Regulatory Signs clearly states 'visibility

improvement at a junction should always be investigated before considering STOP signs. Restriction of visibility caused, for example by a hedge that can be reduced in height or removed will not normally justify a STOP sign.

It is important to resolve the concerns properly in the first instance. A more robust and permanent solution is therefore to remove the existing hedgerow along the critical visibility splay and its replacement with a boundary fence. This would prevent future vegetation encroachment, significantly improve sightlines, and address the long-term safety concerns more effectively than signage changes alone. Whilst the Highways Act provides Highway Authorities powers to instigate such actions, this approach is not the preferred methodology for resolving such concerns. As this is a priority for the Parish Council, I would suggest it would be beneficial for the Parish Council to approach the adjacent landowner(s) to discuss the potential relocation of the hedgerows enabling the visibility splay to be substantially improved. Wiltshire Council via the Westbury LHFIG can consider a fence along the highway boundary to provide a permanent solution to ongoing visibility issues at this site and in case of free land dedication, willing to cover the legal costs associated with this action.

Thank you for your patience. I appreciate that this is not the response you had hoped to receive. We will continue to review, and depending upon the outcome of discussions with landowners, further consideration can be given.

Regards

Gareth Rogers BEng (Hons) FIHE
Traffic Engineering Manager
Traffic Engineering



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From: Steve Forward [REDACTED]
Sent: 06 March 2026 06:28
To: Rogers, Gareth <Gareth.Rogers@wiltshire.gov.uk>
Cc: Phillips, Mike <Mike.Phillips@wiltshire.gov.uk>; Davey, Kate <Kate.Davey@wiltshire.gov.uk>
Subject: Re: Westbury LHFIG concerns about the increasing frequency of accidents at the C49/C219 Bratton Road-Woodbridge Road/Trowbridge Road-Court Lane crossroads (also known as 'Crossroads Farm Junction')

Dear Mr Rogers,

I'm writing to ask whether you have had a chance to review Edington Parish Council concerns about Crossroads Farm junction.

To recap, our concerns outlined in my November email rest on the number of accidents caused by drivers failing to give way at the junction as they cross the Edington-to-West Ashton flow. Our request is that the current GIVE WAY priorities are changed to an unequivocal STOP. We feel that this relatively low-cost option would do much to change driver behaviours.

I had hoped to chat to Kate at the February LHFIG but unfortunately I had to miss it at the last moment. I understand from her that a special case approval will need to be given to make the change to STOP priority. We think that this is justified given the high number of incidents in the last few years.

Could you provide an update please? We have a Parish Council meeting next Monday evening and I'd like to give them an update.

Steve Forward
Vice-Chair
Edington Parish Council

On 25 Nov 2025, at 11:39, Rogers, Gareth
<Gareth.Rogers@wiltshire.gov.uk> wrote:

Mr Forward

Thank you for the email. This is to acknowledge receipt.

I will speak with Kate and review the contents of your email and respond in due course.

Regards

Gareth Rogers BEng (Hons) FIHE

Traffic Engineering Manager

Traffic Engineering

<[image001.jpg](#)>

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Website: www.wiltshire.gov.uk

From: Steve Forward [REDACTED]
Sent: 24 November 2025 12:52
To: Rogers, Gareth <Gareth.Rogers@wiltshire.gov.uk>
Cc: Phillips, Mike <Mike.Phillips@wiltshire.gov.uk>; Davey, Kate <Kate.Davey@wiltshire.gov.uk>
Subject: Westbury LHFIG concerns about the increasing frequency of accidents at the C49/C219 Bratton Road-Woodbridge Road/Trowbridge Road-Court Lane crossroads (also known as 'Crossroads Farm Junction')

Dear Mr Rogers,

I am writing to you on the advice of Kate Davey in order to escalate Westbury LHFIG concerns about the increasing frequency of accidents at the C49/C219 Bratton Road-Woodbridge Road/Trowbridge Road-Court Lane crossroads (also known as 'Crossroads Farm Junction'). There have been concerns for many years about the frequency of accidents at the crossroads, with most accidents apparently caused by drivers failing to give way at the crossroads when approaching from the Bratton or Steeple Ashton directions. The priority C49 road runs from Edington to West Ashton; those approaching the junction on the C219 Trowbridge Road from Bratton or Steeple Ashton are required to give way to traffic on the C49 Bratton Road. Wiltshire Police say that, to date, they have attended 3 RTCs at the junction in 2025 alone; all of these have been 'failure to give way' incidents.

The LHFIG discussions have centred on the fact that the C219 joining roads are only GIVE WAY priority. Given that most incidents seem to be as a result of failure to give way, the LHFIG is of the opinion that the priority should be changed to STOP so that there is a definitive requirement to come to a halt before crossing the C49. Kate reviewed the junction at our request, but she reports that the junction does not meet the specific formal criteria for STOP classification.

Although the junction may not meet all the specific criteria for STOP classification, there is a demonstrable and deteriorating traffic safety hazard at the junction due to poor or erroneous driver behaviour. Edington Parish Council are of the opinion that this junction should be considered for exceptional treatment; we consider that the minimal costs in changing the junction priorities on the C219 approaches to STOP will help prevent future accidents by positively requiring drivers to come to a halt rather than simply slowing down (or not) to give way (or not).

Our case for classifying this junction as a STOP is in the attached note, and I would be grateful if you would consider its contents for exceptional treatment of this junction. Whilst all incidents at the junction can be attributed to poor driver behaviour in not giving way rather than junction design in itself, we can influence driver behaviour by adding a further safety barrier in classifying it as a STOP that drivers must consciously either obey or not rather than simply slowing down and looking (but perhaps not seeing) before they proceed. This simple change will not be financially onerous, would be welcomed by local people, and could be a critical

enabler in modifying driver behaviours and saving lives.

I am copying this to Mike Phillips, Wiltshire Councillor for Ethandune, and Kate Davey.

Kind Regards,

Steve Forward
Vice-Chair
Edington Parish Council

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