



EDINGTON PARISH COUNCIL

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A Strategy for Improving Safety on the B3098 through Edington

A submission to Wiltshire Council Highways

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Prepared on behalf of Edington Parish Council

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1. Executive Summary

Residents of Edington have raised concerns about the safety of the B3098 through the village for well over a decade. A strategy paper prepared by Councillor Jerry Wickham in 2019 identified the core issues; a further Parish Council report in September 2023 recorded worsening evidence of excessive speed; and in July 2026 the Parish Council commissioned an independent household survey to establish, on a robust evidential footing, the extent and nature of villagers' concerns. That survey confirms what residents have been reporting anecdotally for years, at a scale that can no longer be characterised as isolated complaint.

About 150 survey forms were physically distributed to households along the B3098 as those most affected, and the survey was also made available electronically to all villagers through the village website and village eNewsletter. Of 66 households who responded (representing around 21% of all households in the village), 83% rated their sense of safety as a pedestrian on the B3098 as "fairly" or "very" unsafe, and 68% reported that they, or someone in their household, had actively avoided using the road on foot or by bicycle because of traffic concerns. This is not a marginal safety issue: it is evidence of a road that is functionally dividing the community. Residents describe an enforced "east/west divide" between Edington and Tinhead because they do not feel confident walking the B3098, with the only realistic alternative – a diversion via Lower Road – adding up to an hour to a round trip on foot.

This community concern is corroborated by Wiltshire Council's own traffic data. An Automatic Traffic Count at "The City" in May 2025 recorded 43.5% of over 32,000 vehicles exceeding the 30mph limit, with an 85th percentile speed of 34.05mph. Speed Indicator Device (SID) data gathered at the village's western entrance in July 2023 was worse still: 59.5% of vehicles were exceeding the limit, with an 85th percentile speed of 36.2mph. Most recently, a SID sited at the western entrance to the village over the period January-May 2026 showed that 62.41% of vehicles were exceeding the 30mph limit, whilst the average monthly highest recorded speed over the 5-month period was 68.6mph (with one instance of a staggering 80.9mph recorded in April 2026). Separately, Police speed enforcement activity recorded 69 detected speeding offences at Edington sites in the twelve months to January 2026 alone.

Previous engineering measures – painted roundels, coloured carriageway surfacing, white edge-lines and village "gateway" signs – have been in place at the western entrance to Edington for several years. They have manifestly not resolved the problem, which is unsurprising: national guidance (Local Transport Note 1/07) is explicit that gateway treatments alone are not sustained over distance and, without further physical measures, produce speed reductions of at most 1–2mph.

This strategy therefore asks Wiltshire Council to progress, as a package rather than in isolation, the five measures identified by residents themselves as most likely to improve safety, each of which is set out in detail in Section 6 with reference to the relevant Wiltshire Council and Department for Transport policy and guidance. Namely:

- Traffic restrictions for HGVs, to remove inappropriate through-traffic from a road unsuited to it;

- Physical traffic calming measures (such as road narrowing, chicanes, speed cushions or raised junctions);
- A reduction of the speed limit to 20mph through the village;
- Pedestrian pavements or clearly marked, continuous pedestrian routes on currently unprotected stretches; and
- Enhanced speed enforcement, through Speed Indicator Devices, Community Speed Watch and/or fixed camera enforcement.

Both national guidance, and Wiltshire Council's own latest guidance (e.g. Wiltshire Council Speed Limit Policy 2026 Fig. 2) make clear that all the above can be implemented within the current Category 3B Secondary Distributor designation for the B3098. However, in addition to this, the Parish Council also invites Wiltshire Council to review whether the B3098 through Edington is correctly classified within the Council's road hierarchy, given that its physical characteristics correspond more closely to a Category 4A Link Road than to its current Category 3B Secondary Distributor designation – a point addressed in Section 4.

The Parish Council recognises the funding and process constraints Wiltshire Council operates within, and sets out in Section 8 a practical, phased approach for progressing these measures through the Local Highway and Footway Improvement Group and the Council's new (January 2026) Speed Limit Policy, consistent with the evidence requirements of both.

2. Introduction and Background

2.1 The road

The Edington element of the B3098 is part of the section that runs from the A360 junction at West Lavington, through Little Cheverell, Great Cheverell, Erlestoke, Coulston and Edington, to Bratton and thence the A350 at Westbury. Through Edington, it is currently classified by Wiltshire Council as a Category 3B Secondary Distributor Road and is subject to a 30mph speed limit. Edington is a linear village strung along the B3098, and for much of its length the road is in effect single-track: there are many sections with insufficient width for two vehicles to pass at normal speed or once a pedestrian, cyclist or horse rider is also present, and some sections where two vehicles are unable to pass each other safely at all, requiring vehicles to stop in, or reverse to, wider sections. Pavements are absent or discontinuous along most of the village. Blind bends, limited forward visibility, roadside hedging and the absence on many stretches of street lighting after dark compound these constraints.

2.2 A decade of unresolved concern

In 2019, Wiltshire Councillor Jerry Wickham prepared "A Strategy for the B3098" on behalf of the wider community along the route from Little Cheverell to the approaches to Westbury. That paper identified the road's narrow, winding character; the absence of continuous footways; the frustration of villages such as Market Lavington with unsuitable HGV movements; and Wiltshire Council's comparatively minimal engineering response when set against the more comprehensive traffic-calming schemes found on equivalent B-class roads just over the county boundary in Somerset – namely at Norton St Philip and Hinton Charterhouse (which include 20mph zones, raised sections, prominent gateway signage and repeated physical measures throughout the village, rather than

gateway treatment alone). That paper also noted that the B3098's bid for a Freight Assessment had twice failed, and it recommended a blended approach of Engineering, Education and Enforcement.

Following that paper, Edington Parish Council worked with the Area Highways Engineer to implement a number of measures at the entrances to the village: white edge-lines to create a visual perception of road narrowing; red coloured carriageway surfacing and stripes; painted 30mph roundels; and 30mph repeater signs (the road being unlit after dark in most places). By September 2023, however, the Parish Council's own report recorded that these measures had made little difference. Speed Indicator Device data for July 2023 showed 59.5% of vehicles entering the village from the west exceeding the 30mph limit, with an 85th percentile speed of 36.2mph; a Wiltshire Police Speed Enforcement Officer visit on 20 July 2023 caught 9 vehicles speeding in a 40-minute session, with the fastest recorded at 44mph; and the village's Community Speed Watch group recorded 98 vehicles exceeding the recordable speed threshold across 18 sessions. The 2023 report went on to propose a specific package of physical measures for the western entrance – a village gateway sign, a carriageway build-out and speed cushion arrangement modelled on an existing scheme at Dilton Marsh, and yellow-backed 30mph signage – having confirmed through site survey that the DMRB Stopping Sight Distance requirements are met.

2.3 Where matters stand in 2026

The evidence gathered since 2023 shows the problem has not been resolved and, on some measures, has worsened. Most recently, a Speed Indicator Device sited at the western entrance to the village over the period January-May 2026 showed that 62.41% of vehicles were exceeding the 30mph limit, whilst the average monthly highest recorded speed over the 5-month period was 68.6mph (with one instance of a staggering 80.9mph recorded in April. A Wiltshire Council Automatic Traffic Count at "The City" in May 2025 (Site 21, ID-0325-0134) recorded 32,643 vehicles over a nine-day period, of which 43.5% exceeded the 30mph limit, with a combined 85th percentile speed of 34.05mph and a 5-day average HGV proportion of around 4.4–4.5%. Wiltshire Police speed camera enforcement data for Edington in 2025 records 69 detected speeding offences across the year, spread across multiple sites in the village including Westbury Road, the Telephone Exchange (east and west), Tinhead Road and the Three Daggers pub. In July 2026, the Parish Council commissioned an independent household survey (summarised in Section 3 and reproduced in full at Annex A) which confirms that these are not statistical abstractions: they translate directly into villagers curtailing their own and their children's use of the road on foot and by bicycle.

This document consolidates and updates the 2019 and 2023 papers into a single, coherent strategy, supported by the most robust evidence base yet assembled, and sets out the specific measures the Parish Council is asking Wiltshire Council to progress.

3. The Case for Action – Evidence Summary

3.1 Villager perceptions and behaviour

In July 2026, about 150 survey forms were physically distributed to households along the B3098 as those most affected, and the survey was also made available electronically to all villagers through the village website and village eNewsletter. The survey (Annex A) received 66 responses, approximately 21% of the village's c.316 total households. Its findings are unambiguous:

- 61% of respondents use the B3098 as a pedestrian daily or several times a week (Q1);
- 83% rate their overall sense of safety as a pedestrian on the B3098 as “fairly unsafe” or “very unsafe” (Q2);
- 90% believe traffic travels at or above the 30mph limit, with 44% believing it travels significantly above the limit (Q3);
- 68% report that they, or someone in their household, have avoided using the B3098 as a pedestrian or cyclist because of traffic concerns (Q4); and
- 68% consider there to be significant speeding issues and/or that motorists frequently drive too fast for the conditions (Q6).

The qualitative responses (Annex A) go further than the statistics. Residents describe not being able to let children as old as ten walk unaccompanied; avoiding pushing a pram along the road; being clipped by wing mirrors while cycling; being struck by vehicles while walking dogs; wearing hi-vis jackets simply to walk within their own village and carrying torches after dark; and, most significantly for the purposes of this strategy, describing a genuine “community severance” between the eastern and western parts of the village. The absence of continuous footway on the stretch between Monastery Road and the Three Daggers pub, and beyond towards Coach Hollow and Tinhead Road, means that residents who do not feel able to walk the B3098 face a diversion via Lower Road that can add up to an hour to a round trip on foot. This is precisely the “community severance” consideration identified in Wiltshire Council’s own Speed Limit Policy (paragraph 3.15) as a legitimate local concern to be weighed in any speed limit assessment.

3.2 Recorded traffic speeds

Villagers’ perceptions are corroborated by Wiltshire Council’s and Wiltshire Police’s own data:

- The May 2025 Automatic Traffic Count at The City (Site 21) recorded a combined 85th percentile speed of 34.05mph and 43.5% of all vehicles exceeding the 30mph limit, across 32,643 vehicles over a 9-day survey period.
- On individual days and in individual directions, 85th percentile speeds in that survey reached as high as 34.8mph (westbound, Sunday 18/05) and 34.6mph (eastbound, 16/05 and 21/05).
- Over the period January to May 2026, the village’s Speed Indicator Device at the western entrance recorded an even higher 85th percentile speed of 35.6mph; the average monthly highest recorded speed was 68.6mph (with one instance of a staggering 80.9mph recorded in April); and 62.41% of vehicles exceeded the 30mph limit (see Annex B.2).
- At the eastern end of the village, the village SID recorded 89,328 vehicles entering the village in June and July 2026. Of these, 29.57% were exceeding the 30mph limit (comprising 22.38% travelling 30–35mph and 7.18% travelling above 35mph). The average 85th percentile speed across the 2-month period was 31.75mph, and the average monthly highest recorded speed was 60.8mph (see Annex B.3). Whilst these figures are not as stark as those for the western end, they should be set against the context that whereas the western SID location is at a dual-track stretch of road with a relatively straight lead-in, the eastern location is at a single-track location with complex junctions and a sharp bend just prior which naturally causes traffic to reduce speed.

- Wiltshire Police speed camera enforcement recorded 69 detected speeding offences at Edington sites in the year to January 2026, including 13–14 offences at a single Telephone Exchange West (The City) session in April 2025.

These figures matter not only in their own right in illustrating the scale of the speeding problem in purely numerical terms but, when considered alongside the single-track nature of much of the B3098 through Edington, are of even more concern. That vehicles are regularly travelling in excess of 60mph through the 30mph zone manifestly highlights a hazard in its own right, exacerbated by the fact that much of the road is not suitable for contra-flow traffic even at 30mph in its narrowest stretches and that pedestrians and cyclists are forced to share the same carriageway due to the lack of segregated provision.

3.3 HGVs and larger vehicles

The May 2025 traffic count classified vehicle types by axle configuration. Of the vehicles recorded, 1,006 were 2-axle rigid goods vehicles, 32 were 3-axle rigid, 22 were 4-axle rigid, 149 were 3-axle articulated, 30 were 5-or-more-axle articulated, and 62 were buses – alongside a 5-day average weekday HGV proportion of 4.4–4.5% of all traffic. Residents’ qualitative evidence describes lorries meeting other lorries, buses or tractors and being unable to pass; vehicles reversing back up Coulston Hollow or attempting U-turns at Long Hollow after finding the road unsuitable; damage to verges, walls and hedges; and the belief, corroborated by the 2019 strategy paper, that HGVs use the B3098 as a short-cut between the A350 to the west and A360 to the east rather than for local access. The 2019 strategy paper also records that oversized vehicles obstructed by the A360’s height restriction at the ‘Chocolate Poodle’ bridge are directed onto the B3098 via Great Cheverell – itself a route with narrow streets and difficult bends – and that some such traffic then continues along the remainder of the B3098 and through Edington and the other villages rather than following the intended diversion.

3.4 Road geometry and pedestrian infrastructure

Across all three evidence sources – the 2019 strategy, the 2023 report and the 2026 survey – the same physical constraints recur: a largely single-track carriageway with passing only possible at limited points; an absence of footway for most of the village’s length; blind bends restricting sightlines, particularly at the eastern approach and around Charlton Hill, Tinhead Road and Downsvew; and a bus stop serving school children that is accessed only by walking along the carriageway itself. Introduced at the Parish Council’s own initiative, the one significant recent improvement – a permissive path linking the Parish Hall car park to the Three Daggers farm shop – is consistently and warmly welcomed by residents but is equally consistently qualified: it is not continuous, does not assist cyclists or horse riders, and can become unusable in wet weather or when livestock are present in the adjoining field.

4. Road Classification

There has been a long-held misconception that the categorisation by Wiltshire Council of the B3098 through Edington as a ‘3B Secondary Distributor’ meant that many of the traffic calming and safety measures sought by residents could not be implemented. Whereas historic (pre-2001) national guidance may have been interpreted in this way, current guidance expressly permits any of the

potential improvements being sought. For example, the Council's adopted Road Network Hierarchy (aligned with the 'Well-managed Highway Infrastructure Code of Practice 2016' and reflected in the Speed Limit Policy January 2026) states that roads of this category routinely have "20 or 30 mph speed limits" in residential areas.

Wiltshire Council Guidance separately states that requests for restrictions may not be approved where 'through movement of vehicles is the predominant function of a route', but this is manifestly not the case for the B3098 through Edington, not least because national guidance requires that routes can only be defined as such where they are 'A-roads or better'.

The Parish Council therefore wishes to clarify for future reference that the current classification of the B3098 through Edington is no barrier to the implementation of the proposed improvements.

Separately to this, and in addition, the Parish Council notes that the guidance describes Category 3B Secondary Distributor roads as follows:

"In rural areas these roads link the larger villages, bus routes and HGV generators to the Strategic and Main Distributor Network."

By contrast, the guidance also describes the Category 4A Link Road classification as:

"In rural areas these roads link the smaller villages to the distributor roads. They are of varying width and not always capable of carrying two-way traffic."

This latter description – varying width, not always capable of carrying two-way traffic – is a materially more accurate description of the B3098 through Edington than the Category 3B description, which envisages a road capable of carrying HGV-generating traffic to the strategic network. The evidence in Section 3 shows a road that struggles to accommodate the HGV movements it already carries, rather than one designed and functioning as an HGV distributor route.

This is not merely a semantic point. The UK Roads Liaison Group's 'Well-Managed Highway Infrastructure: A Code of Practice' – the primary national reference for highway network hierarchy – states that hierarchy should reflect actual and expected use rather than a historic designation, and should be kept under review:

"A network hierarchy...should take into account current and expected use, resilience, and local economic and social factors such as industry, schools, hospitals and similar, as well as the desirability of continuity and of a consistent approach for walking and cycling."
(Recommendation 12)

"Hierarchies should be dynamic and regularly reviewed to reflect changes in network characteristics and functionality so that maintenance strategy reflects the current situation, rather than the use expected when the hierarchy was originally defined." (paragraph A.4.3.8)

The Parish Council therefore also asks Wiltshire Council to review the classification of the B3098 through Edington against this guidance. However, the Parish Council is conscious that this classification question should not be allowed to delay the substantive safety measures set out in Section 6: the Council's own Speed Limit Policy confirms that road hierarchy is only one of several factors considered in a speed limit assessment (paragraph 3.1), and national guidance is explicit that 20mph limits and traffic calming can properly be considered as a normal feature of both Category 3B

and Category 4A roads. The only classification which excludes 20mph limits by definition is one whose predominant function is through-traffic movement – and no such case can be made for the B3098 through Edington, a road on which, as Section 3 shows, HGVs already struggle to pass one another.

5. Why Previous Measures Have Not Worked

Wiltshire Council and the Parish Council have not been inactive on the B3098. As Section 2 describes, the western entrance to Edington has for several years featured white edge-lining, red coloured carriageway surfacing and stripes, painted 30mph roundels, and 30mph repeater signs, on top of village name signs functioning as informal ‘gateways’. The persistence of the problem after these measures were installed – rather than any absence of prior effort – is precisely why the Parish Council is now asking for a different order of intervention.

This outcome is entirely consistent with the national evidence base on gateway treatments. The Department for Transport’s ‘Traffic Calming: Local Transport Note 1/07’ states plainly:

“Where speed reductions have been achieved [using gateways], these have not been sustained over any distance, and speeds within villages have at most been reduced by 1 or 2 mph if there are no additional measures in place. For maximum benefit, gateways need to be used in conjunction with other measures within the village, so that drivers are made aware that lower speeds are required throughout.”

The companion ‘Road Safety Good Practice Guide’ (Department for Transport, 2006) is to the same effect, stating that gateways are “generally not enough to produce speed reductions that are sustained throughout the village” and that other physical features – narrowings, build-outs, traffic islands, coloured surfacing, mini-roundabouts, over-run areas, and speed cameras where cost-effective – are required in addition.

Wiltshire Council’s own historical evidence points the same way. The Council’s 2011 trial of sign-only 20mph limits in a number of rural villages – documented in the Council’s 2017 policy on 20mph Zones and Limits – achieved an average speed reduction of only 1.6mph (from 24.6mph to 23mph), reinforcing the Department for Transport’s own finding that signed-only limits produce only marginal reductions and are appropriate only where speeds are already low. The measures in place at Edington’s western entrance are, in substance, a signing and surface-marking treatment of exactly this signed-only type: the data in Section 3 confirms they have not delivered general compliance.

The conclusion that the Parish Council draws – and which is fully supported by national guidance – is not that further signage or another gateway should be tried, but that a combination of physical traffic calming, a reduced and appropriately enforced speed limit, HGV management/restrictions and continuous pedestrian infrastructure is required. That is the basis for the five recommended measures in Section 6.

6. Recommended Measures

The five measures below are those identified by the greatest proportion of respondents to the July 2026 survey (Q5) as most likely to improve safety along the B3098 (full results at Annex A). The

Parish Council recommends that Wiltshire Council consider these as a complementary package rather than as alternatives: national guidance and Wiltshire Council's own historical experience (Section 5) both indicate that no single measure is likely to be effective in isolation.

6.1 Traffic Restrictions for HGVs

Support: 58% of survey respondents (joint highest of the six measures offered).

HGVs and other large vehicles made up an estimated 4.4–4.5% of weekday traffic recorded at The City in May 2025, and residents' evidence describes recurrent instances of large vehicles unable to pass one another or oncoming buses and tractors, verge and wall damage, and vehicles reversing or attempting U-turns after finding the road unsuitable. Both the 2019 and the present survey evidence point to a belief, which the road's geometry supports, that a proportion of this traffic is using the B3098 as a short-cut between the A350 and A360 rather than for legitimate local access.

Wiltshire Council's own guidance permits environmental weight restrictions (typically at 7.5 or 18 tonnes) to prevent a road being used as a through-route, generally including an 'except for access' exemption that preserves deliveries and agricultural access. Although the Council's published examples of environmental justification are not exhaustive, national guidance explicitly identifies the need to protect villages and historic towns from noise, vibration, road surface damage and/or structural impacts. The relevant legislation itself specifically refers to avoiding danger to persons, preserving the character of roads used by persons on foot or horseback, and preserving or improving air quality, along with other factors such as managing congestion to protect the character of rural villages as legitimate environmental grounds for a weight restriction. Each of these applies directly to the B3098 through Edington. National guidance on the Primary Route Network is also consistent with this: HGVs are expected to use the most appropriate strategic and primary routes, and to use local A and B roads only where necessary for access.

A weight restriction should not simply displace the problem if suitable alternative routes exist for through-traffic. On the available road network, HGVs travelling through the B3098 corridor but not originating from or destined for Edington or the neighbouring villages can reasonably reach their destinations via the A350, A36, A360, A303 or A342. The Parish Council recognises that Wiltshire Council's guidance requires careful survey of HGV movements and consideration of displacement effects before any restriction is introduced, and we therefore recommend that the long-outstanding request (first made in the 2019 strategy) for a Freight Assessment of the B3098 corridor, including origin-destination survey data, now be progressed as the evidential basis for a weight-restriction order with appropriate access exemptions.

6.2 Traffic Calming Measures

Support: 58% of survey respondents (joint highest of the six measures offered).

Residents' accounts – pedestrians having "nowhere to go apart from leaping into a hedge", cyclists being struck by wing mirrors during unsafe overtaking, and vehicles that are "halfway across the carriageway" before reaching parked cars – describe a road where behaviour, not merely posted speed, is the safety issue. National guidance squarely supports physical intervention in these circumstances. The 'Road Safety Good Practice Guide' and 'Traffic Calming: Local Transport Note

1/07' specifically encourage traffic calming on roads of exactly this type, in order to encourage inappropriate through-traffic to divert to more suitable routes:

“Where alternative routes exist which enable heavy, through traffic to avoid villages, for example, or where rat-running is a problem, measures should aim to slow the traffic and thereby discourage the use of inappropriate roads.” (LTN 1/07, para. 4.77)

The same guidance makes clear that, in a rural context, the appropriateness of speed to road conditions – rather than mere compliance with the posted limit – should be the primary consideration, and that vulnerable road users benefit particularly from addressing this:

“On rural roads, speeds that are too high for the conditions are likely to be more of a problem than speeds in excess of the speed limit. High accident severity rates will be improved by reducing speeds. Vulnerable road users will particularly benefit.” (para. 4.78)

The available toolkit of physical measures – road narrowings and build-outs, chicanes, speed cushions, raised junctions, traffic islands and pedestrian refuges, coloured surfacing, and mini-roundabouts – is well precedented on comparable roads, including elsewhere on the B3098 itself (a build-out and speed cushion arrangement already exists in the High Street at Dilton Marsh) and on equivalent B-class roads in neighbouring Somerset. The Parish Council's 2023 report already identified a specific, surveyed location at the western entrance to Edington – approximately 100 metres inside the 30mph boundary – where a build-out and speed cushion arrangement could be installed while meeting the DMRB Stopping Sight Distance requirement; this proposal should now be progressed, alongside consideration of further measures at the recurring problem locations identified in Section 3 (the eastern approach, the Tinhead Road pinch point, and the Three Daggers pub area).

The Parish Council notes that many of the specific technical prerequisites sometimes cited as barriers to particular traffic calming measures – for example, minimum visibility distances before a chicane, or a requirement for street lighting over it – do not in fact appear in the national guidance documents that set out the design requirements for each measure, which instead specify only that adequate signing and illumination should be provided. More general road layout design guidance, such as Sight Stopping Distances, are also more flexible than is often suggested.

6.3 Reduction of the Speed Limit to 20mph

Support: 48% of survey respondents.

90% of survey respondents believe traffic on the B3098 travels at or above the current 30mph limit, and 44% believe it travels significantly above that limit – a perception corroborated by the recorded 85th percentile speeds in Section 3.2. Critically, much of the village's carriageway is narrow enough, and sufficiently lacking in footway or verge, that even fully compliant 30mph traffic passes pedestrians and cyclists at a distance that residents reasonably regard as unsafe. This is a case for reassessing the appropriate limit for the conditions, not merely for better compliance with the existing one.

Wiltshire Council's Speed Limit Policy (January 2026) sets out a specific and, in one respect, expedited process for 20mph requests: unlike requests for 30mph-and-above assessments, 20mph speed restriction requests are not referred to the Local Highway and Footway Improvement Group

but go directly to the Traffic Engineering Team for central assessment (paragraph 5.1), and where a request concerns a residential area in a village setting the criteria “is likely to be met and additional data collection is unlikely to be needed” (paragraph 5.2). The policy’s criteria for a 20mph limit include roads that are “predominantly for local access, where significant pedestrian and cycle movements are demonstrated to take place” and rural locations meeting the definition of a village set out in Traffic Advisory Leaflet 01/04 – both of which Edington clearly satisfies on the evidence in Section 3.

The Parish Council notes that paragraph 5.9 of the policy also references a criterion that mean ‘before’ speeds be at or below 24mph. On the Parish Council’s reading, this appears to derive from, and potentially misapply, Department for Transport Circular 01/13, which addresses the likelihood of general compliance with a signed-only 20mph limit, not eligibility for a 20mph scheme as such; the Circular is explicit that a lower mean ‘before’ speed predicts compliance with a sign-only limit specifically, not that higher ‘before’ speeds preclude a 20mph scheme altogether. The Parish Council raises this only to pre-empt it as a ground of objection, and in any event, given the analysis in Section 5, recommends that any 20mph scheme for the B3098 be implemented as a 20mph Zone incorporating physical traffic calming (measure 6.2) rather than as a signed-only limit, consistent with both the Council’s 20mph Zones criteria (an existing 30mph road, a proven history of conflict with vulnerable road users, and an available alternative route for through-traffic – all of which are addressed by the evidence and measures in this strategy) and with the clear national and local evidence that physical measures, not signage alone, deliver sustained compliance.

It should also be noted that most of the village’s road network outside the B3098 is already subject to a 20mph limit; the B3098 itself is the anomaly, which should reduce both the administrative complexity and the likely cost of extending 20mph to this stretch, and would restore consistency across the village’s highway network as a whole.

6.4 Pedestrian Pavements and Protected Routes

Support: 45% of survey respondents.

The absence of continuous pedestrian provision along the B3098 is the thread running through every source of evidence in this strategy: the 2019 and 2023 Parish Council papers, the 2026 survey, and Wiltshire Council’s own Speed Limit Policy, which specifically lists “lack of footway provision requiring pedestrians to walk in the verge or carriageway” and “lack of pedestrian/cycle provision on routes to key facilities – doctors’ surgery, village hall, school, bus stops etc” among the local concerns to be weighed in a speed limit assessment (paragraph 3.15). Both apply directly to Edington: the village has an active pub, shop, Parish Hall and school bus stops served by the B3098, and a majority of survey respondents report altering their own behaviour – avoiding the road, driving short journeys they would otherwise walk, or diverting via Lower Road – specifically because of the absence of safe pedestrian provision.

The recently established permissive path linking the Parish Hall car park to the Three Daggers farm shop was introduced at the Parish Council’s own initiative and is, without exception, welcomed in the survey responses; demonstrating both the appetite for and the benefit of safe walking provision in the village. It is not, however, a substitute for continuous, formal pedestrian infrastructure: it does not extend along the whole of the affected road, does not assist cyclists or horse riders, and can

become unusable in wet weather or when livestock occupy the adjoining field. The Parish Council asks Wiltshire Council to work with it to identify a continuous, all-weather pedestrian route or formal footway – whether by carriageway-adjacent footway, off-carriageway path, or a combination of the two – across the priority sections identified by residents: Monastery Road to the Three Daggers and on to Coach Hollow and The City, and the approaches around Longlands Close, Sandy Lane and Tinhead Road.

6.5 Enhanced Speed Enforcement

Support: 39% of survey respondents.

The recorded speed data set out in Section 3.2 provides a direct evidential basis for enhanced enforcement under Wiltshire Council's own published criteria. Table 1 of the Speed Limit Policy sets an 85th percentile speed threshold of 35.0mph or above, on a 30mph limit, as the point at which Community Speed Watch and Speed Indicator Device deployment is appropriate. The July 2023 Speed Indicator Device reading at the western entrance (85th percentile 36.2mph) exceeds that threshold; the May 2025 Automatic Traffic Count reading (combined 85th percentile 34.05mph, rising to 34.6–34.8mph on the worst-performing days and direction) sits close behind it. Wiltshire Police's own enforcement data – 69 detected speeding offences at Edington sites across 2025, spread across five distinct locations in the village – confirms that this is not a marginal or theoretical case for enforcement, but an active and ongoing pattern.

The village's Community Speed Watch group has been seeking Wiltshire Police authorisation for an additional site at 72 Westbury Road because there are no current sites at the eastern end of the village until the one near the Three Daggers pub. The Parish Council asks that this long-outstanding request now be resolved, together with consideration of fixed camera enforcement given the persistent and repeated pattern of contraventions recorded above.

7. Addressing Anticipated Policy Questions

In order to assist Wiltshire Council officers in progressing this strategy efficiently, the Parish Council sets out below its position on three points that have, in the Parish Council's experience, previously been raised as potential obstacles to safety improvements on the B3098.

7.1 Road classification

As set out in Section 4, neither the B3098's current Category 3B classification, nor the alternative Category 4A classification the Parish Council considers more accurate, precludes a 20mph limit, a 20mph zone, or traffic calming. National guidance excludes 20mph schemes only where the through-movement of vehicles is the predominant function of the road – a description that cannot fairly be applied to a road on which HGVs already struggle to pass one another, as the evidence in Section 3 demonstrates.

7.2 Absence of recorded personal injury collisions

The Parish Council is aware that Wiltshire Council's speed limit assessment process gives weight to recorded personal injury collision data, and that, to date, no fatal or recorded personal injury collision has occurred on the B3098 through Edington, notwithstanding a number of incidents where

pedestrians and cyclists have been struck by passing vehicles. The Parish Council does not consider the absence of a recorded injury collision to be a reason for inaction: national guidance is explicit that speed and accident reduction are not the only valid objectives for a safety scheme, and that encouraging non-motorised users, improving the local environment and reducing community severance are equally legitimate grounds – each of which is amply evidenced in this strategy. The Parish Council would also observe that a policy which requires an injury collision to have already occurred before a road already exhibiting every recognised risk factor is treated as a priority is difficult to reconcile with a proactive approach to road safety.

7.3 The 24mph mean-speed criterion for 20mph limits

As addressed in Section 6.3, the Parish Council considers the reference in paragraph 5.9 of the Speed Limit Policy to a 24mph mean ‘before’ speed threshold to derive from a provision of Department for Transport Circular 01/13 that in fact addresses compliance likelihood for a signed-only limit, not eligibility for a 20mph scheme in principle. In any event, the Parish Council’s request is for a 20mph Zone incorporating physical traffic calming, which does not rely on the signed-only compliance rationale that underlies that criterion.

8. Wiltshire Council Process and Next Steps

The Parish Council has reviewed the process set out in Wiltshire Council’s Speed Limit Policy (January 2026) and proposes the following practical, phased approach, recognising that the measures requested in Section 6 engage two different Council process routes.

8.1 20mph speed restriction (Section 6.3)

Under paragraph 5.1 of the Speed Limit Policy, a request for a 20mph restriction is directed straight to the Traffic Engineering Team rather than via the Local Highway and Footway Improvement Group, and the associated data collection and Traffic Regulation Order costs are met centrally by Wiltshire Council; only the cost of physical implementation (signs and road markings, or the physical elements of a 20mph zone) falls to the Parish Council. The Parish Council intends to submit a Highways Improvement Request with the accompanying speed limit assessment addendum (Appendix 2 of the Speed Limit Policy), incorporating the evidence in this strategy, requesting that the B3098 through Edington be assessed for a 20mph Zone.

8.2 Traffic calming, HGV restriction and pedestrian infrastructure (Sections 6.1, 6.2 and 6.4)

These measures fall to be considered by the Local Highway and Footway Improvement Group, with an expectation of a funding contribution from the Parish Council (in the region of 20% for a CATG-level scheme, or via a Substantive LHFIG Scheme Funding bid for larger schemes exceeding the Group’s annual budget). The Parish Council will submit the corresponding Highway Improvement Request to the Local Highway and Footway Improvement Group and will engage constructively on funding, recognising – as it has done throughout its engagement with Wiltshire Council since 2019 – that the responsibility for delivering these improvements is a shared one.

8.3 HGV weight restriction / Freight Assessment

Now that Wiltshire Council has published its new Freight Strategy as part of its new Local Transport Plan 2025 -2038 (LTP4) we assume that the suspension of its Freight Assessment and Priority Mechanism (FAPM) has ended, and the Parish Council therefore requests that Wiltshire Council now progress the Freight Assessment first sought in 2019, including the origin-destination survey of HGV movements needed to evidence a weight-restriction Traffic Regulation Order with an 'except for access' exemption, as set out in Section 6.1.

We also note that Wiltshire's freight network, shown in Figure 2-4 of the new plan, excludes the B3098 completely (as it should be due to its route classification), and therefore wish to request suitable signage to assist freight vehicles in complying with this. Specifically, Wiltshire Council identifies the possibility of implementing directional signing (black signs with white lorry symbol) without the need for an FAPM which, albeit not enforceable, would provide some short-term easing of the current situation by assisting HGV drivers to use the correct routes.

8.4 Enhanced enforcement

The Parish Council requests that Wiltshire Police resolve the outstanding Community Speed Watch site authorisation referred to in Section 6.5, and that Wiltshire Council consider, alongside the Traffic Engineering Team's 20mph assessment, the installation of fixed camera enforcement given the persistent and repeated pattern of contraventions recorded above.

9. Conclusion and Recommendations

The evidence assembled in this strategy – drawn from three successive Parish Council reviews since 2019, from Wiltshire Council's own traffic count and Speed Indicator Device data, from Wiltshire Police's enforcement records, and from a robust and independently commissioned survey of villagers in July 2026 – demonstrates a consistent, worsening and well-evidenced safety problem on the B3098 through Edington. It demonstrates that previous engineering measures, while a genuine effort by both the Parish Council and Wiltshire Council, have not been sufficient, for reasons that are well understood and documented in national guidance. And it demonstrates that Wiltshire Council's own published policy criteria are, on the evidence already available to the Council, met or very nearly met across every one of the five measures residents have identified.

Edington Parish Council accordingly recommends that Wiltshire Council:

- progress an assessment of the B3098 through Edington for a 20mph Zone, incorporating physical traffic calming, under the expedited process set out in paragraph 5.1 of the Speed Limit Policy;
- progress the long-outstanding Freight Assessment for the B3098 corridor, with a view to an HGV weight restriction with an access exemption, along with the shorter-term implementation of directional signing to assist HGVs to use the freight routes identified by Wiltshire Council in its latest Freight Strategy;
- work with the Parish Council through the Local Highway and Footway Improvement Group to design and fund physical traffic calming measures, building on the surveyed proposal at the western entrance set out in the Parish Council's 2023 report;

- work with the Parish Council to identify and deliver continuous, all-weather pedestrian provision across the priority sections identified in this strategy;
- resolve the outstanding Community Speed Watch site authorisation and consider the installation of fixed camera enforcement; and
- review the road hierarchy classification of the B3098 through Edington in light of the evidence in Section 4.

The Parish Council looks forward to working constructively with Wiltshire Council officers, the Local Highway and Footway Improvement Group and Wiltshire Police to take these measures forward and would welcome the opportunity to discuss this strategy at the earliest convenient opportunity.

On behalf of Edington Parish Council

Chair, Edington Parish Council

Annex A: B3098 Traffic Survey Analysis (Edington Parish Council, July 2026)

This annex reproduces in full the survey analysis prepared for Edington Parish Council following the July 2026 household survey referred to throughout this strategy.

Background

In July 2026, Edington Parish Council commissioned a survey of villagers to establish their perceptions and views on pedestrian safety along the B3098 within the village. About 150 survey forms were physically distributed to households along the B3098 as those most affected, and the survey was also made available electronically to all villagers through the village website and village eNewsletter.

The survey comprised 6 questions (the survey form is reproduced at the end of this annex):

- How often do you use the B3098 as a pedestrian (accessing, crossing, walking, running, or cycling) within the village?
- How would you rate your overall sense of safety when accessing, travelling along or crossing the B3098 within the village as a pedestrian?
- In your experience, how do most vehicles travel along the B3098 through Edington?
- Have you or anyone in your household ever avoided using the B3098 on foot or by bicycle / mobility aid due to concerns about traffic? If yes, please briefly describe the reason / circumstances.
- Which of the following, if any, do you feel would most improve safety along the B3098 through the village? Please select up to three.
- Do you have any other comments or concerns about traffic volume, speed, or pedestrian safety on the B3098 through Edington that you would like to share?

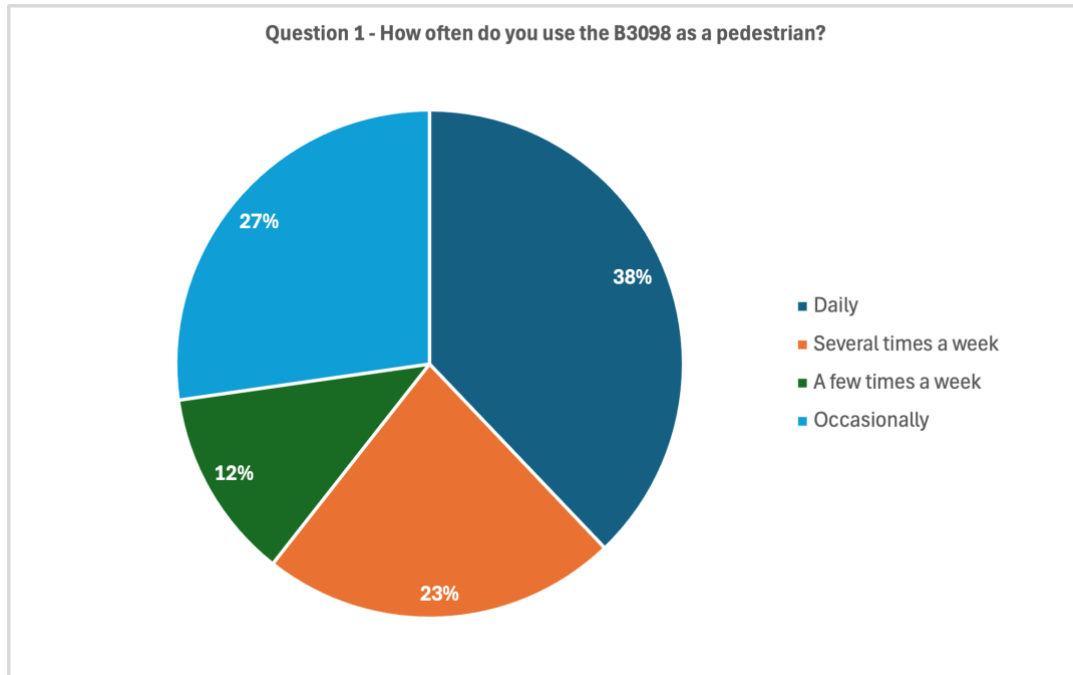
The 2021 Census for Edington cites the village composition as ~316 households with a population of ~700 residents (of which ~110 are below the age of 19 years old and therefore unlikely to be householders). 66 responses to the survey were received, which represents ~21% of households or ~11% of residents aged over 19 years.

Key Survey Statistics and Charts

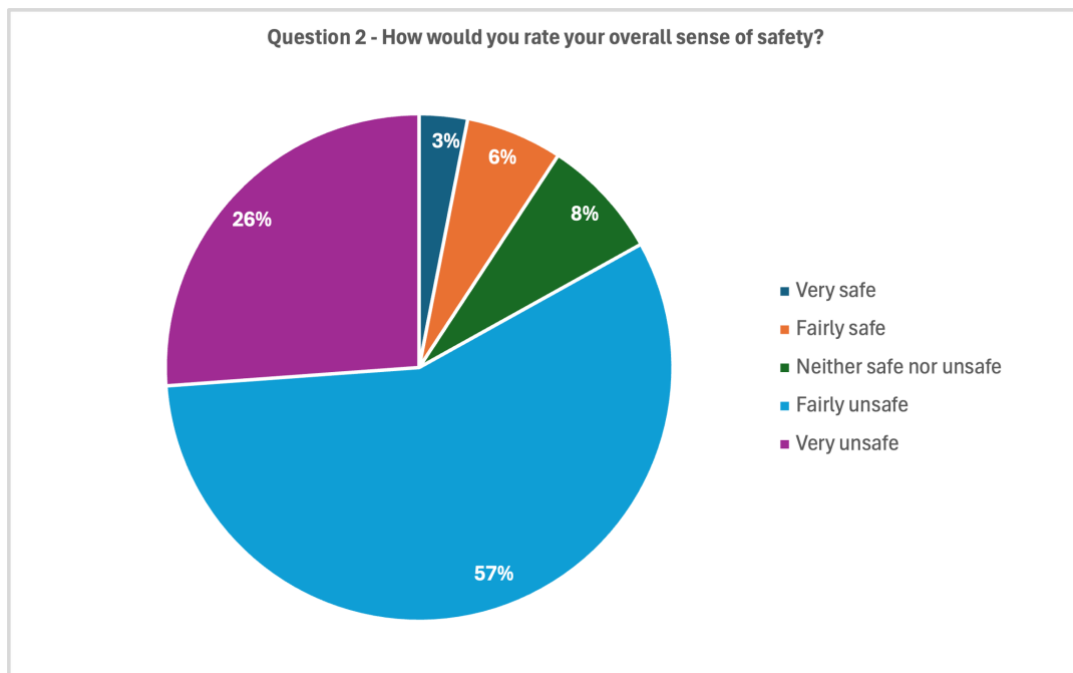
The following bullet points show the key survey statistical outcomes:

- Q1 – 61% of respondents used the B3098 daily or several times a week as pedestrians.
- Q2 – 83% of respondents considered the B3098 either fairly or very unsafe for pedestrians.
- Q3 – 46% of respondents perceived traffic to be driving slightly above 30mph, 44% thought significantly above 30mph.
- Q4 – 68% of respondents had avoided using the B3098 as pedestrians due to safety concerns.

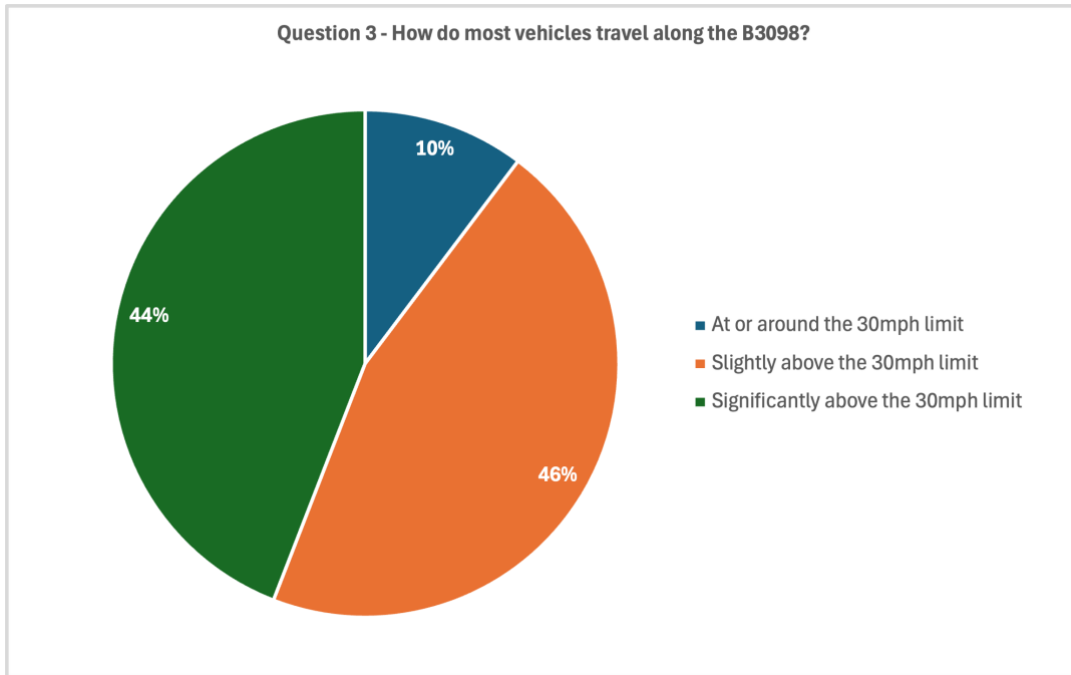
- Q5 – In order of percentage of respondents in favour, the principal suggested improvements for safety along the B3098 were: Traffic restrictions for HGVs (58%); Traffic calming measures (58%); Reduced speed limit to 20mph (48%); Pedestrian pavements on unprotected stretches (45%); Speed enforcement measures (cameras or SIDs) (39%).
- Q6 – 68% of respondents felt that there were significant speeding issues and/or motorists drove too fast for the conditions, 27% thought motorists were inconsiderate to pedestrians.



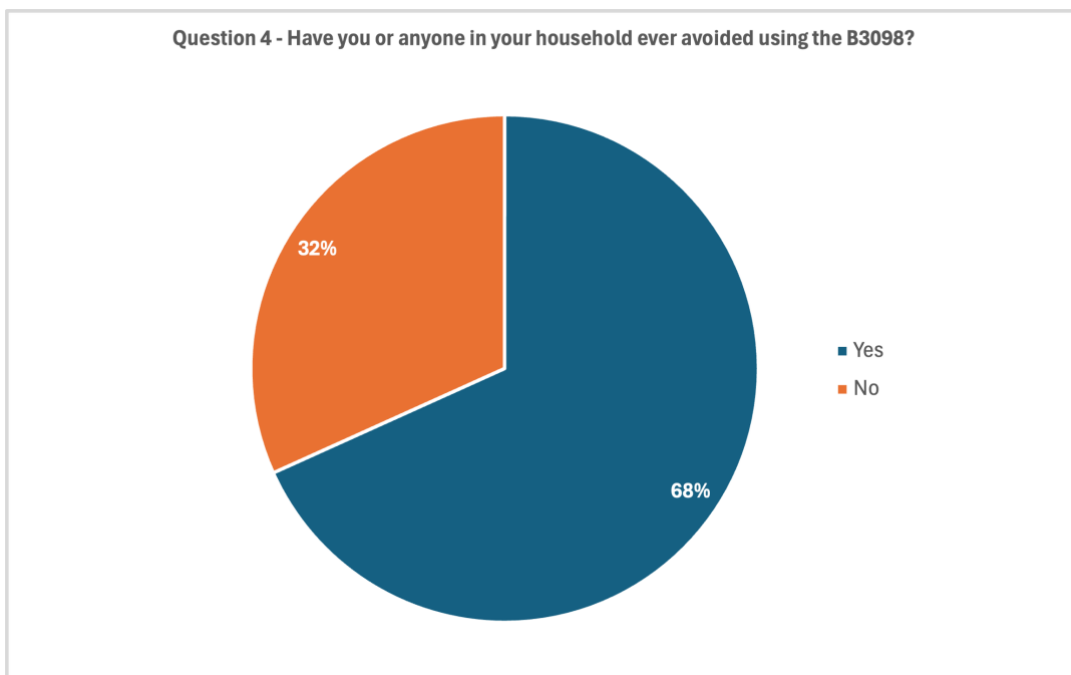
Question 1 – Frequency of pedestrian use of the B3098



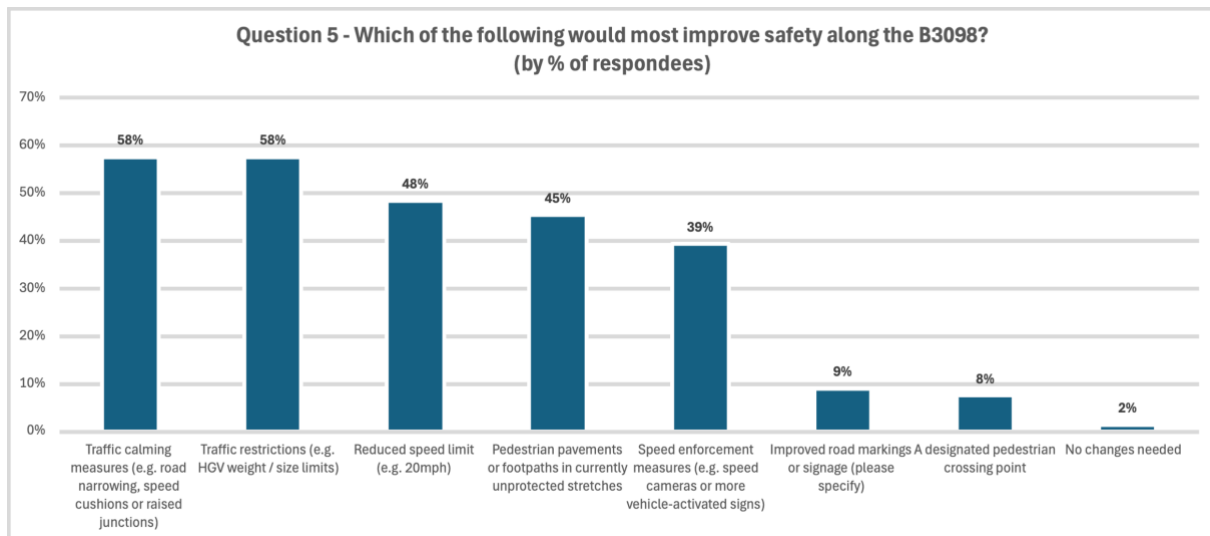
Question 2 – Overall sense of pedestrian safety



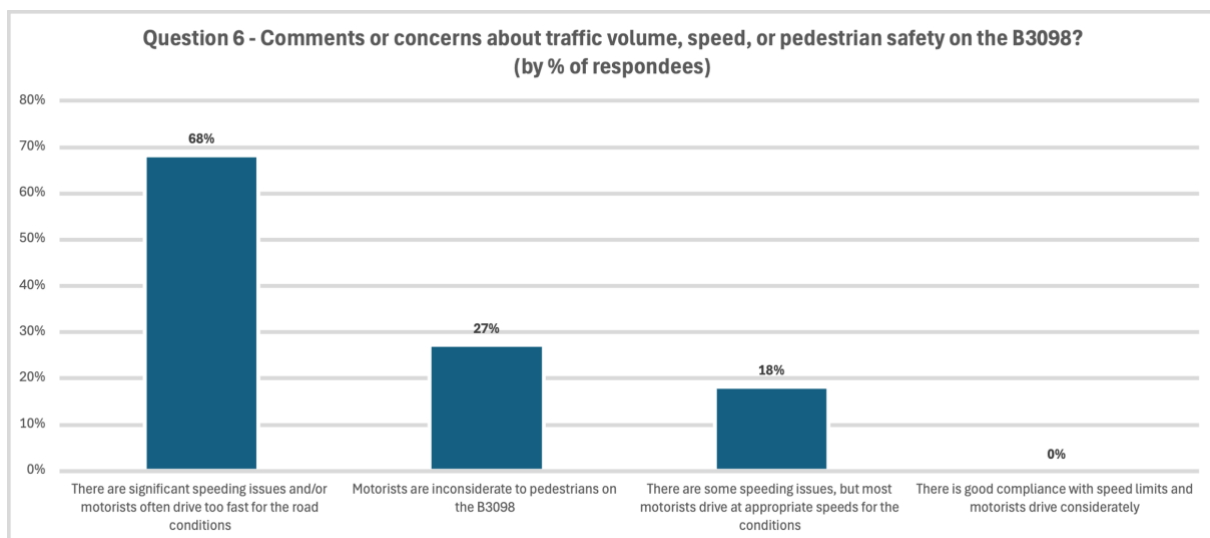
Question 3 – Perceived vehicle speeds



Question 4 – Avoidance of the B3098 due to safety concerns



Question 5 – Preferred safety improvement measures



Question 6 – Nature of concerns about traffic and speed

Textual Responses

Questions 4, 5 and 6 offered respondents the opportunity to provide free-text responses to amplify their concerns. 130 textual responses were received, and these were synthesised into the following summary comments:

Question 4 – Have you or anyone in your household ever avoided using the B3098 as a pedestrian?

Responses indicate a substantial level of concern about using the B3098 on foot or by bicycle, with many respondents reporting that they actively avoid some sections or alter their journeys because they consider the road unsafe. The principal concerns identified were vehicle speed, the narrowness of the carriageway, the absence or discontinuity of pavements, unsafe overtaking, limited visibility and the volume of traffic. Specific locations mentioned include the sections between the Three Daggers and Monastery Road, Coach Hollow, the approaches to Tinhead Road and areas around Longlands Close and Sandy Lane. Respondents described avoiding the road particularly during rush hours, after dark and in winter, while some reported changing dog-walking arrangements, driving

short journeys rather than walking, or using longer routes and field paths. There were also specific accounts of pedestrians and cyclists being clipped or struck by vehicles, including incidents involving passing wing mirrors. Concerns were particularly pronounced in relation to children, grandchildren and pushchairs, with some respondents stating that children are not permitted to walk along the B3098 independently. Several respondents emphasised that the lack of continuous pedestrian provision effectively limits safe movement between different parts of the village. The permissive path between the Parish Hall and the Three Daggers pub that was recently introduced by the Parish Council was repeatedly welcomed as a significant improvement; however, respondents noted that it does not provide a continuous alternative route and can become unsuitable in wet weather or where field conditions restrict its use. Overall, the responses suggest that perceived pedestrian and cycling risk is having a measurable effect on residents' willingness to make local journeys by sustainable modes.

Question 5 – Which of the following would most improve safety along the B3098?

Responses identify a range of potential measures, with the strongest recurring themes being speed management, traffic calming, management of large HGVs, improved pedestrian provision and better control of parking and visibility. Several respondents considered physical measures such as road narrowing, chicanes or speed cushions to be more likely to influence vehicle speeds than signage alone, while some expressed reservations about measures that could increase congestion, pollution or delays. Several respondents specifically proposed a 20mph limit through the village, relocation of the existing eastern speed-limit gateway further from the built-up area, additional or permanent vehicle-activated signs, improved speed enforcement and renewal of worn road markings. Restriction of large or oversized HGVs was frequently proposed because of concerns about congestion, vehicles being unable to pass safely, damage to verges and roadside structures, and inappropriate use of the route by through-traffic. Respondents recognised that agricultural and local delivery vehicles would need continued access, suggesting that any restrictions would need appropriate exemptions. Parking, particularly on pavements and around the Three Daggers, was repeatedly identified as a significant safety issue because it obstructs pedestrians and reduces visibility at junctions. Improvements to junction visibility were also suggested, including a mirror or other measures at Charlton Hill and Tinhead Road, and improved visibility at Downsview and other locations. The responses also include requests for vegetation management and clearer delineation of pedestrian space. There was, however, some divergence of opinion regarding the most appropriate intervention, with some respondents questioning the effectiveness of additional signage or traffic calming and others expressing environmental or practical concerns about physical measures. This indicates that a combination of targeted measures, rather than reliance on a single intervention, may warrant consideration.

Question 6 – Comments or concerns about traffic volume, speed or pedestrian safety on the B3098

Responses identify traffic speed, increasing traffic volumes, HGV movements, parking and the lack of continuous pedestrian facilities as the principal concerns affecting safety on the B3098. Several respondents reported a perceived increase in both overall traffic and the number of large vehicles using the road, while some anticipated further increases associated with development in the wider area. Concern was expressed about the eastern approach to Edington, where vehicles enter from a higher-speed section and, according to respondents, may not reduce speed sufficiently before

reaching Tinhead Road and other village junctions. The narrow sections and pinch points were repeatedly identified as locations where large vehicles have difficulty passing one another, resulting in congestion, delays and increased risk to pedestrians. Several respondents referred to large HGVs, earth-carrying vehicles and other oversized vehicles occupying much of the available carriageway. Speeding was also a recurring concern, although some respondents distinguished between most motorists, whom they considered to drive appropriately, and a minority who travel at significantly higher speeds or fail to adapt their speed to the road conditions. Specific locations identified as problematic include the eastern blind bend, the Tinhead Road pinch point, the Three Daggers area and bends within the village. Parking on pavements, double yellow lines and near junctions was repeatedly reported as forcing pedestrians into the carriageway and obstructing visibility, with the Three Daggers pub area being highlighted particularly frequently. The bus stop and junctions including Charlton Hill, Tinhead Road, Downsview and Parsonage Lane were also identified as locations where visibility or access can be compromised. Respondents welcomed the Parish Council's new permissive footpath but emphasised that safe pedestrian provision remains incomplete and that wet conditions can limit the usefulness of this alternative route. Overall, the responses indicate that the interaction between vehicle speed, vehicle size, traffic volume, parking, restricted visibility and the absence of continuous pedestrian facilities is perceived to create a cumulative safety problem for vulnerable road users. It is a cause for concern that some villagers feel that they must wear hi-vis jackets just to walk around their village. Respondents repeatedly commented that B3098 safety is a very negative influencing factor that discourages people walking or cycling within the village.

Key Findings

- Pedestrian and cycling use are being discouraged. Respondents reported avoiding the B3098, changing journey times and routes, using cars for short journeys, or using longer alternative routes because they perceive walking and cycling conditions to be unsafe.
- The lack of continuous pedestrian provision is a significant concern. The absence of pavements or other protected pedestrian routes, particularly on narrow sections, was repeatedly identified as a barrier to safe movement within and between Edington and Tinhead.
- Vehicle speed remains a prominent concern. Respondents identified excessive or inappropriate speed at several locations, particularly on approaches to and through the village. Some respondents considered 20mph to be more appropriate for sections where the road geometry and pedestrian activity make speeds above this level hazardous.
- Large HGVs and other heavy vehicles are a recurring concern. Respondents associated large vehicles with congestion, difficulty passing, damage to verges and roadside infrastructure, and increased risk to pedestrians and other road users. Several respondents suggested consideration of size, weight or through-traffic restrictions, while recognising the need to maintain access for agriculture and legitimate deliveries.
- Parking is creating identifiable safety problems. Parking on pavements and near junctions, particularly around the Three Daggers pub, was repeatedly reported to obstruct pedestrians, restrict visibility and force people to walk in the carriageway. The forthcoming improvements to parking provision at the Three Daggers pub were viewed positively.

- Several junctions and pinch points warrant particular attention. The eastern approach, Tinhead Road, Charlton Hill, Downsview, Parsonage Lane and the area around the Three Daggers pub were repeatedly identified as locations where speed, visibility, narrow road width, parking or conflicting movements create heightened safety concerns.
- The permissive path introduced by the Parish Council is regarded as a positive intervention. Respondents consistently welcomed the path between the Parish Hall and the Three Daggers pub, while also noting that it does not provide a continuous alternative to the B3098 and may be affected by wet weather and field conditions.
- Existing signage alone is not considered sufficient by many respondents. Many responses stated that previous signage and vehicle-activated signs have had limited effect, although other respondents reported observing a reduction in vehicle speeds when the speed indicator device is operating. This suggests that the effectiveness of different measures may merit objective assessment.
- There is evidence of differing views on the most appropriate solution. While many respondents favoured physical traffic calming and/or statutory restrictions, some expressed concerns about congestion, pollution, road narrowing and the effectiveness of speed humps or additional signage. Any future intervention would therefore need to balance pedestrian safety with the operational, environmental and access requirements of the road.

Overall Conclusions

Taken collectively, the survey responses indicate that concerns about the B3098 are not attributable to a single issue but arise from the interaction of vehicle speed, traffic volume, HGV movements, narrow road geometry, parking, restricted visibility and limited pedestrian infrastructure. The reported consequence is that some residents avoid walking or cycling altogether, particularly with children, after dark or during periods of higher traffic. The responses provide a clear indication of community concern regarding the safety and accessibility of the B3098 and identify several specific locations and potential interventions that could form the basis for further assessment by Wiltshire Council Highways.

Appendix 1 to Annex A – Edington B3098 Traffic Safety Survey Form

Edington B3098 Traffic Safety Survey

Speeding, pedestrian safety and traffic levels on the B3098, especially with the lack of footpaths in places, have been a cause of concern for many years and the Parish Council are trying again to address these concerns by seeking action from Wiltshire Council. Having structured survey data will help us formulate a case, and the questions below cover the key themes of frequency of use, perceived safety, observed speeds, personal experience, and preferred solutions. **Responses are anonymous.**

Please take the time to complete this simple questionnaire and tell us what your concerns are. By recording villager concerns in this way, we hope to gather important perspectives and data that we can present to Wiltshire Council to support our case for some form of traffic calming.

The survey can be completed either on this form and handing it in to **Pauline at the Post Office** or, even better, by completing the village website questionnaire at the link shown (or scan the QR code with a smart phone). <https://edingtonwiltsparrishcouncil.gov.uk/b3098-traffic-safety-survey-july-2026/>



1. How often do you use the B3098 as a pedestrian (accessing, crossing, walking, running, or cycling) within the village?

☐ Daily ☐ Several times a week ☐ A few times a week ☐ Occasionally

2. How would you rate your overall sense of safety when accessing, travelling along or crossing the B3098 within the village as a pedestrian?

☐ Very safe ☐ Fairly safe ☐ Neither safe nor unsafe ☐ Fairly unsafe ☐ Very unsafe

3. In your experience, how do most vehicles travel along the B3098 through Edington?

☐ Well below the 30mph limit ☐ At or around the 30mph limit ☐ Slightly above the 30mph limit
☐ Significantly above the 30mph limit

4. Have you or anyone in your household ever avoided using the B3098 on foot or by bicycle / mobility aid due to concerns about traffic? If yes, please briefly describe the reason / circumstances.

☐ Yes (please describe) ☐ No

(Continue overleaf as required)

5. Which of the following, if any, do you feel would most improve safety along the B3098 through the village? Please select up to three.

- ☐ Reduced speed limit (e.g. 20mph)
- ☐ Speed enforcement measures (e.g. speed cameras or more vehicle-activated signs)
- ☐ Pedestrian pavements or footpaths in currently unprotected stretches
- ☐ Improved road markings or signage (please specify)
- ☐ A designated pedestrian crossing point
- ☐ Traffic calming measures (e.g. road narrowing, speed cushions or raised junctions)
- ☐ Traffic restrictions (e.g. HGV weight / size limits)
- ☐ No changes needed
- ☐ Other (please specify)

(Continue overleaf as required)

6. Do you have any other comments or concerns about traffic volume, speed, or pedestrian safety on the B3098 through Edington that you would like to share? For example:

- ☐ There is good compliance with speed limits and motorists drive considerately
- ☐ There are some speeding issues, but most motorists drive at appropriate speeds for the conditions
- ☐ There are significant speeding issues and/or motorists often drive too fast for the road conditions
- ☐ Motorists are inconsiderate to pedestrians on the B3098
- ☐ Other (please specify)

(Continue overleaf as required)

Edington Parish Council

Annex B: Traffic and Speed Data Summary

B.1 Wiltshire Police Speed Camera Enforcement Data, Edington, 2025

The following data was supplied by Wiltshire Police (PCSO Alice Moore, 20 February 2026) and records enforcement activity across five sites in Edington during 2025 and into January 2026.

Site	Date	Speed Awareness Course	Fine & Points	Court	Total
Edington - B3098 Westbury Road	21/01/2026	1	0	0	1
Edington - B3098 Westbury Road	09/12/2025	4	0	0	4
Edington - Telephone Exchange East	03/12/2025	2	0	0	2
Edington - B3098 Westbury Road	25/11/2025	0	0	0	0
Edington - Telephone Exchange West	31/10/2025	1	1	0	2
Edington - B3098 Westbury Road	31/10/2025	3	0	0	3
Edington - Three Daggers RA only	31/10/2025	0	0	0	0
Edington - Telephone Exchange West	20/10/2025	4	0	0	4
Edington - Telephone Exchange West	19/09/2025	3	0	0	3
Edington - Tinhead Road	08/08/2025	1	0	0	1
Edington - Telephone Exchange East	27/06/2025	1	0	0	1
Edington - Layby outside Telephone Exchange East	21/05/2025	0	0	0	0
Edington - Layby outside Telephone Exchange West	21/05/2025	0	0	0	0
Edington - B3098 Westbury Road	21/05/2025	4	0	0	4
Edington - Telephone Exchange West	28/04/2025	6	0	0	6
Edington - Telephone Exchange West	02/04/2025	12	1	0	13
Edington - Telephone Exchange West	02/04/2025	13	1	0	14
Edington - Telephone Exchange West	12/02/2025	3	0	0	3
Edington - Telephone Exchange East	06/02/2025	2	0	0	2
Edington - Telephone Exchange East	03/01/2025	7	0	0	7
2025 Totals		66	3	0	69

Table B.1: Edington B3098 speed camera enforcement outcomes, 2025

B.2 Speed Indicator Device Data – Western Entrance, January to May 2026

The most recent data (for the period January-May 2026) downloaded from the village Speed Indicator Device (SID) sited at the western entrance to the village recorded 153,633 vehicles entering the village from the west over the period. Of these, 62.41% were exceeding the 30mph limit (comprising 40.00% travelling 30–35mph and 22.41% travelling above 35mph. The average 85th

percentile speed across the 5-month period was 35.6mph, whilst the average monthly highest recorded speed was 68.6mph (with one instance of a staggering 80.9mph recorded in April).

B.3 Speed Indicator Device Data – Eastern Entrance, June and July 2026

The village SID was moved to the eastern entrance to the village for June and July 2026. The associated data records 89,328 vehicles entering the village over these 2 months. Of these, 29.57% were exceeding the 30mph limit (comprising 22.38% travelling 30–35mph and 7.18% travelling above 35mph. The average 85th percentile speed across the 2-month period was 31.75mph, whilst the average monthly highest recorded speed was 60.8mph.

B.4 Automatic Traffic Count – The City, May 2025 (Site 21, ID-0325-0134)

An Automatic Traffic Count was undertaken by Intelligent Data Collection Limited on behalf of Wiltshire Council between 12-21 May 2025 at The City, B3098. The posted speed limit was 30mph. Across the full survey, 32,643 vehicles were recorded, of which 43.5% exceeded the speed limit, with a combined 85th percentile speed of 34.05mph.

Metric	The City (W) → Tinhead Rd (E)	Tinhead Rd (E) → The City (W)
5-day AM peak average flow	562	378
5-day AM peak speed (mean / 85th %ile, mph)	29.64 / 33.87	28.60 / 33.50
5-day PM peak average flow	399	566
5-day PM peak speed (mean / 85th %ile, mph)	29.75 / 34.39	29.43 / 34.10
5-day average weekday HGV %	4.4%	4.5%

Table B.2: ATC Site 21 summary data, 12–21 May 2025

Vehicle class	Total (both directions), 12–21 May 2025
Cycle	305
Motorcycle	545
Car	26,569
Light goods vehicle (LGV)	3,922
2-axle rigid HGV	1,006
3-axle rigid HGV	32
4-axle rigid HGV	22
3-axle articulated HGV	149
4-axle articulated HGV	1
5+ axle articulated HGV	30
Bus	62
Total vehicles	32,643

Table B.3: ATC Site 21 vehicle classification data, 12–21 May 2025

Annex C: Summary of Previous Parish Council Papers

C.1 “A Strategy for the B3098” (Cllr Jerry Wickham, 2019/2020 draft)

This paper set out a strategy for road safety improvements along the B3098 covering Little Cheverell, Great Cheverell, Erlestoke, Coulston, Edington, Bratton and the approaches to Westbury. Its strategic aims included ensuring residents feel safe and confident using the road; reducing the speed and volume of larger vehicles; enabling communities to influence traffic types, volumes and speeds through dialogue with Wiltshire Council, Wiltshire Police and user representatives; securing a Freight Assessment of the road; and addressing safety through a blended approach of Engineering, Education and Enforcement. The paper documented Wiltshire Council’s CATG/Area Board funding mechanisms; noted that the road’s bid for a Freight Assessment had twice failed; and drew an unfavourable comparison between Wiltshire Council’s minimalist engineering approach in villages such as Edington and the more comprehensive schemes (20mph zones, raised sections, repeated gateway and calming features) found on comparable B-class roads at Norton St Philip and Hinton Charterhouse, just over the county boundary in Somerset. It also observed that Wiltshire Council’s policy at that time appeared to exclude any consideration of 20mph limits or zones on B-class roads – a position not repeated in the Council’s current (January 2026) Speed Limit Policy.

C.2 “B3098 through Edington” (Edington Parish Council, September 2023)

This report recorded that, despite the strategies employed following the 2019 paper, significant issues with speed persisted through the village in 2023. It documented the specific engineering measures already implemented at the western entrance (a reduction in the approach speed limit from 50mph to 40mph, white edge-lining, red coloured surfacing and stripes, painted roundels and 30mph repeater signs, and a Speed Indicator Device positioned approximately 170 metres inside the 30mph boundary); presented Speed Indicator Device, Community Speed Watch and police enforcement data confirming that 59.5% of vehicles were still exceeding the speed limit (85th percentile 36.2mph); and set out a specific, surveyed proposal for a village gateway, carriageway build-out and speed cushion arrangement approximately 100 metres inside the 30mph boundary, confirmed to meet the Department for Transport’s 90-metre visibility requirement. The report also recorded the Parish Council’s ambition to extend safe cycling and walking provision through the village as part of Wiltshire Council’s Local Cycling and Walking Infrastructure Plans, and its view that villagers should have an entitlement to a safer road and pavement environment comparable to that enjoyed by town residents.