

From: Smith, Martin Martin.Smith@wiltshire.gov.uk
Subject: Re: Crossroads Farm Junction Signage
Date: 12 July 2026 at 16:16
To: Phillips, Mike Mike.Phillips@wiltshire.gov.uk
Cc: Rogers, Gareth Gareth.Rogers@wiltshire.gov.uk, Steve Forward [REDACTED] Alice Moore
Alice.Moore@wiltshire.police.uk, Emily Pepler [REDACTED] Malcolm Wieck [REDACTED]
MURRISON, Andrew andrew.murrison.mp@parliament.uk, Banks, Mark Mark.Banks@wiltshire.gov.uk, Davey, Kate
Kate.Davey@wiltshire.gov.uk

MS

Dear Mike,

Thank you for taking the time to contact me and for providing the comprehensive document you have prepared.

I have discussed this matter with our Highways Officers, who have explained the rationale behind both their original proposal and their subsequent response to the request made by the Parish Council. Based on the information officers have now provided, I can advise that this location was identified through work undertaken as part of the Council's Local Safety Scheme programme.

While I understand the reasoning behind the suggestion to replace the existing Give Way sign with a STOP sign, officers have explained that this is unlikely to address the underlying issues relating to the junction's visibility and conspicuity. If motorists are currently failing to recognise the presence of the existing sign, there is little evidence to suggest that simply replacing it with a different type of sign would significantly alter driver behaviour or improve safety outcomes.

With regard to the approach from Steeple Ashton, the Give Way sign is clearly visible. Based on the data available to the Council's engineers, there is minimal evidence of significant G-force events that would indicate late braking. This is largely due to the preceding bend, which naturally encourages drivers to reduce their speed before reaching the junction. What is evident, however, is that visibility when exiting the junction is compromised by the road alignment and the substantial hedgerow, which obscures vehicles approaching from the West Ashton direction. The layout can also create the impression of a continuous straight-ahead route. The hedgerow forms part of land owned by Wiltshire Council and leased to a local farmer. I have therefore asked the Council's Estates Team to discuss its potential relocation directly with the tenant.

In reviewing both the site and the available vehicle data, engineers identified greater concern with vehicles approaching from the Bratton direction. The data indicated a significant level of heavy braking and Anti-lock Braking System (ABS) activation, affecting approximately 9% of vehicles. Although advance warning of the junction is provided, it was noted that a warning sign located approximately 100 yards in advance of the junction has been damaged and is no longer correctly aligned. In addition, visibility of the existing Give Way sign at the junction itself has been significantly compromised by its positioning and surrounding vegetation growth.

Engineers have advised that the installation of an additional Give Way sign on the offside of the junction would be beneficial. I am pleased to confirm that the vegetation issues have already been addressed as an interim measure.

The Council's engineers are highly experienced professionals, and I am satisfied that the proposals they have developed represent the most appropriate means of addressing the underlying safety concerns at this location. I therefore support their intention to progress these measures, rather than pursue an alternative solution that is unlikely to deliver the desired improvements.

Although this scheme originated through the Local Highways and Footways Improvement Group (LHFIG) process, I can confirm that the works will now be funded through the Council's Road Safety Budget. As a result, the Parish Council will not be asked to make a

financial contribution towards the proposed improvements. Please be assured that road safety remains a fundamental priority for this administration. All measures introduced are monitored to assess their effectiveness, and where necessary, further interventions can be considered in the future.

Best regards,
Martin

Martin Smith

Wiltshire Councillor for the Sherston Division
Cabinet Member for Highways, Streetscene and Flooding

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From: Phillips, Mike <Mike.Phillips@wiltshire.gov.uk>

Sent: 02 July 2026 11:08

To: Smith, Martin <Martin.Smith@wiltshire.gov.uk>; Rogers, Gareth
<Gareth.Rogers@wiltshire.gov.uk>

Cc: Steve Forward [REDACTED]; Alice Moore
<Alice.Moore@wiltshire.police.uk>; Emily Pepler [REDACTED]; Malcolm
Wieck [REDACTED]; MURRISON, Andrew
<andrew.murrison.mp@parliament.uk>; Banks, Mark <Mark.Banks@wiltshire.gov.uk>;
Davey, Kate <Kate.Davey@wiltshire.gov.uk>

Subject: Fw: Crossroads Farm Junction Signage

Dear Martin & Gareth

Dear Martin & Gareth,

I need to escalate the decision process for this one.

The Police, Parish Council and residents are keen to avoid a serious or fatal accident at the crossroads.

Mr Hills, who resides at Crossroads Farm adjacent to the junction has now written to Dr. Andrew Murisson MP to enlist his help. I am very keen to prevent a situation where someone is seriously injured or killed at the crossroads and especially since there is a known and documented risk. I do not wish to be in the position of having to defend the delay implementing a solution or explaining to the press and families of victims why nothing was done to prevent an accident.

I respectfully request that we work together to implement further safety measures at the junction within weeks. Under these circumstances we should not be hiding behind traffic signs regulations. The problem will not fix itself, between us we have the power to act now to prevent a disaster. The solution is unlikely to be expensive.

Please consider my comments and get back to me quickly. I am happy to arrange a meeting to discuss solutions if required.

Regards Mike.

Mike Phillips
Wiltshire Councillor for Ethandune
Mike.Phillips@wiltshire.gov.uk
Telephone: 07908 143389

Wiltshire Council

From: Steve Forward [REDACTED]
Sent: Wednesday, 03 June 2026 12:31:45
To: Davey, Kate <Kate.Davey@wiltshire.gov.uk>
Cc: Rogers, Gareth <Gareth.Rogers@wiltshire.gov.uk>; Phillips, Mike <Mike.Phillips@wiltshire.gov.uk>; Malcolm Wieck [REDACTED]; Emily Greening [REDACTED]; Smith, Martin <Martin.Smith@wiltshire.gov.uk>
Subject: Crossroads Farm Junction Signage

Dear Kate,

Please see the attached note regarding our ongoing concerns about addressing the deteriorating safety at Crossroads Farm Junction. The note is addressed through you as requested by Gareth Rogers in his previous email correspondence, and is structured around five sections:

1. **Background and Previous Correspondence** — recaps the history of concerns, the documented collision pattern, and Wiltshire Council's own acknowledgement that the junction remains a persistent safety concern.
2. **Response to Wiltshire Council's Proposed Solution** — states clearly that the Parish Council approached the landowners as suggested, and that they declined to remove their hedgerows, making that option unavailable.
3. **A Further Road Traffic Collision: 3 April 2026** — sets out the Wiltshire Police

3. **A Further Road Traffic Collision: 3 April 2020** — sets out the Wiltshire Police incident details (ref. 54260039724), noting the vehicle was overturned and a passenger sustained a broken leg, and places it in the context of the worsening trend.
4. **The Case for STOP Signs** — makes four arguments: (a) TSM Ch.3 para 2.2.2 allows the accident record to be a deciding factor; (b) the technical objection based on removable hedges no longer holds now that removal has been refused; (c) STOP signs directly address the proven cause of every collision; (d) the hedgerow alternative is far more costly, complex and uncertain.
5. **Request** — formally asks Wiltshire Council to reconsider and approve STOP signs as a matter of urgency.

The arguments build quite logically given the circumstances — the landowners' refusal is actually a significant development that materially changes the technical picture, and the April accident coming so soon after Wiltshire Council's March response does strengthen the urgency considerably. I hope Wiltshire Council gives the request serious reconsideration.

As I highlight in the note, out of courtesy, I have copied it to Gareth Rogers and Mike Phillips and, at Mike Phillips' suggestion, to Mr Martin Smith who may wish to be aware of the request as Wiltshire Council Cabinet Member for Highways, Steetscene and Flooding.

Kind regards,

Steve Forward

Edington Parish Council Vice-Chair

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