From: **Smith, Martin** Martin.Smith@wiltshire.gov.uk
Subject: Re: Crossroads Farm Junction Signage
Date: 4 August 2026 at 15:31
To: Steve Forward [redacted]
Cc: Phillips, Mike Mike.Phillips@wiltshire.gov.uk, Rogers, Gareth Gareth.Rogers@wiltshire.gov.uk, 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

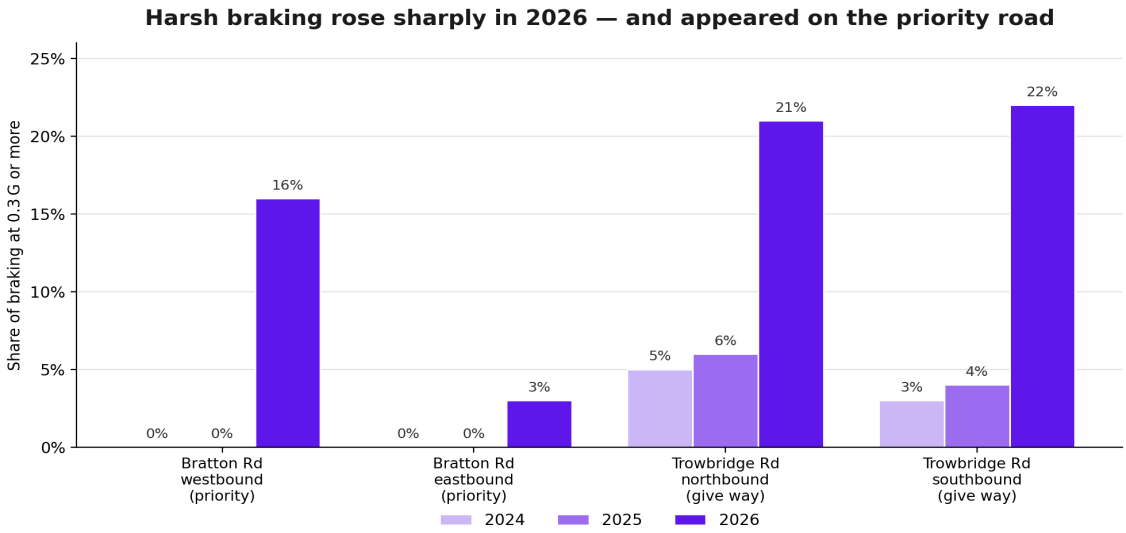
MS

Dear Mr Forward

Thank you for your further response on this topic.

I thought it would be helpful to provide some of the data and analysis that has been undertaken at this location. This is information collated from 'connected vehicles' (i.e. those which feedback data every 3-5seconds) and based on comparative periods between March and June for 2024,2025 and 2026. It Is important to view this with the perspective of trends, rather than the specific numbers / percentages. The graph below shows a substantive increase in vehicles recording a braking force of 0.3g, which is typically the threshold at which a vehicle's Anti-lock Braking System (ABS) begins to intervene.

This information also corroborates some of those concerns expressed by users of Bratton Road relating to fears regarding vehicles exiting the side road, with instances of harsh braking from vehicles on Bratton Road.



Imagery of Bratton Road in March 2024 via Google Maps

Imagery of Bratton Road in July 2026 via Road Intelligence

When this data is considered alongside the site observations, the most significant change over the period in question is the growth of the hedgerow.

Whilst I understand your reasoning regarding the potential benefits of a STOP sign, the practical reality is quite clear. If a motorist cannot see a sign providing an instruction, whether that instruction is to "Give Way" or "Stop", the content of the sign becomes largely irrelevant. Drivers must first be able to see and recognise the sign in order to take the appropriate action. From a road safety engineering perspective, improving visibility is therefore the fundamental issue that Wiltshire Council should address.

I appreciate your viewpoint and understand the rationale behind the proposed solution, but the problem is more fundamental. The engineers who have reviewed both the site and the associated data are experienced and qualified professionals, and I have confidence in their assessment and judgement in this matter.

Best regards,
Martin

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

Wiltshire Council

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From: Steve Forward [redacted]
Sent: 19 July 2026 16:13
To: Smith, Martin <Martin.Smith@wiltshire.gov.uk>
Cc: Phillips, Mike <Mike.Phillips@wiltshire.gov.uk>; Rogers, Gareth <Gareth.Rogers@wiltshire.gov.uk>; 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>

<Kate.Davey@wiltshire.gov.uk>
Subject: Re: Crossroads Farm Junction Signage

Dear Mr Smith,

Thank you very much for including Edington Parish Council in your email response to Mike Phillips about Crossroads Farm junction and its associated persistent safety concerns as previously acknowledged by the highways team. Any efforts to improve visibility at the junction are of course to be welcomed, and work to relocate Council hedgerows will undoubtedly benefit the situation. It is good news also that works to reposition associated hedgerows and instal a further GIVE WAY sign from the Bratton direction will be funded through the Council's road safety budget rather than the LHFIG process.

Notwithstanding these anticipated improvements, we still have reservations as to how much they will materially improve safety. Although relocation of the council hedgerow will certainly help that quadrant of the junction, the hedgerows on other quadrants of the junction will not be subject to relocation given that they are private land. For example, one such quadrant comprises the garden area of Crossroads Farm which, not being possible to relocate, will continue to hamper visibility of drivers approaching from Bratton, thereby continuing to contribute to their problems in judging whether to give way or not.

Our position therefore remains that it is the requirement for drivers to make a dynamic assessment and decision to give way based on sub-optimal junction visibility that is the core problem. It is clear that some drivers misjudge or do not make the correct decision, and that this is the cause of the majority of the many accidents at that junction. Our suggestion of installing STOP signs is intended to remove the requirement to make a dynamic decision. It would then become an unequivocal requirement to halt at the junction and take appropriate time, whilst static, to ensure that the Edington/West Ashton road is clear before proceeding. The current GIVE WAY requirement to make a decision whilst potentially still progressing dynamically through a junction with poor visibility has obvious risks to safety margins that would be eliminated by a requirement to halt. We also maintain that the installation of STOP signs would be a relatively low-cost modification that could potentially have life-saving outcomes. Whilst the junction may not meet all requirements for STOP sign criteria, we feel that we should not be dogmatic about such things in the face of a demonstrable and recognised safety risk.

We welcome your comments about monitoring the success of the latest measures to assess their effectiveness, and that further interventions can be considered in the future. We respectfully suggest that we should be doing the maximum now rather than await further accidents or incidents; i.e. continue with your plans to relocate council hedgerows and instal a further traffic sign, but make the traffic signs STOP signs (at minimal cost) in order now, not in the future, to reduce to as low as reasonable practical the risk of further accidents and incidents. It is clear from interaction with many villagers that they support such action. Some who have narrowly escaped with their lives after being involved in or have just avoided such accidents are obviously vocal, but many others are now quite fearful when approaching the junction due to concerns about vehicles coming from Bratton or Steeple Ashton not giving way.

In the meantime, we are grateful for the forthcoming work to relocate the hedgerow; that will incrementally help reduce the risk, even if not to the maximum amount we feel we could.

Kind Regards,

Steve Forward
Vice-Chair
Edington Parish Council

> On 12 Jul 2026, at 16:16, Smith, Martin <Martin.Smith@wiltshire.gov.uk> wrote:
>
> 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,

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

<Image.png>

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 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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