

B3098 Traffic Survey Analysis

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 (see **Appendix 1** for the detailed survey form):

1. How often do you use the B3098 as a pedestrian (accessing, crossing, walking, running, or cycling) within the village?
2. How would you rate your overall sense of safety when accessing, travelling along or crossing the B3098 within the village as a pedestrian?
3. In your experience, how do most vehicles travel along the B3098 through Edington?
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.
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.
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?

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 & 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.

Detailed statistical charts showing responses for each question are shown at **Appendix 2**.

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 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 Downsvue 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, Downsvie and Parsonage Lane were also identified as locations where visibility or access can be compromised. Respondents welcomed the new permissive footpath but emphasised that safe pedestrian provision remains incomplete and that wet conditions can limit the usefulness of the 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

The following key findings emerge consistently from the responses to Questions 4, 5 and 6:

- **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 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 – 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:

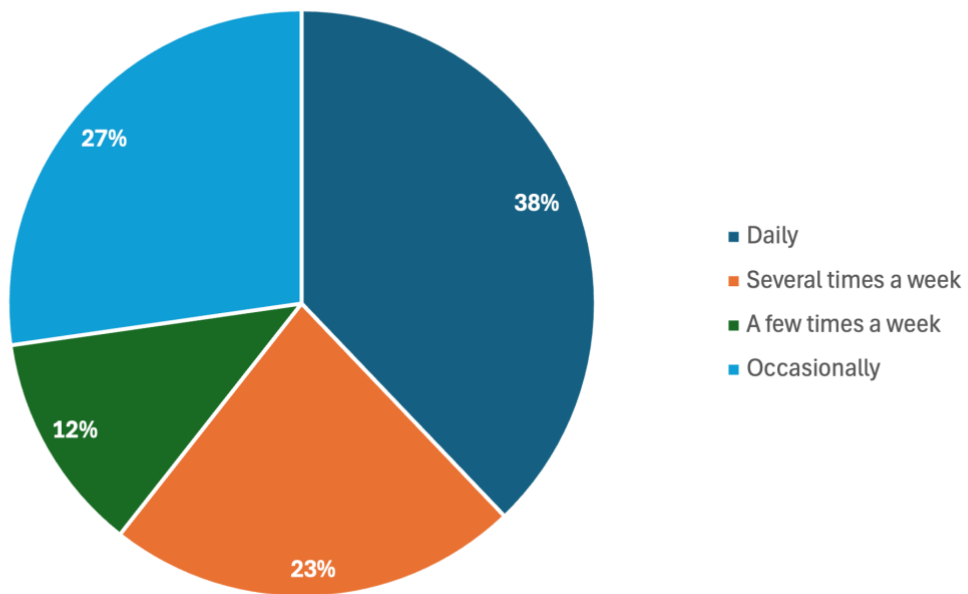
- ☐ There is good compliance with speed limits and motorists drive considerately
- ☐ There are some speeding issues, but most motorists drive at appropriate speeds for the conditions
- ☐ There are significant speeding issues and/or motorists often drive too fast for the road conditions
- ☐ Motorists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

(Continue overleaf as required)

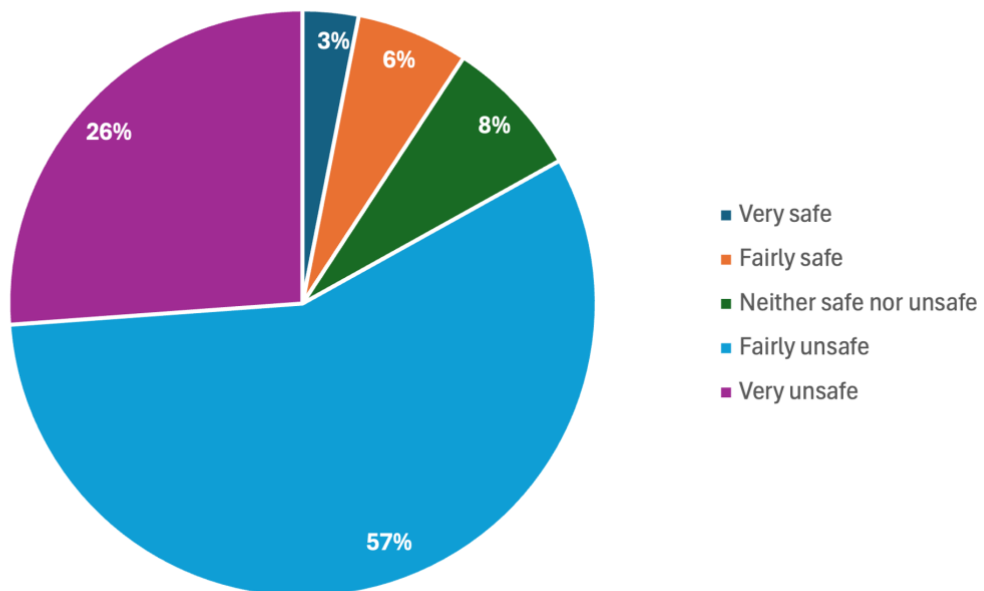
Edington Parish Council

Appendix 2 – Edington B3098 Traffic Safety Survey Statistical Charts

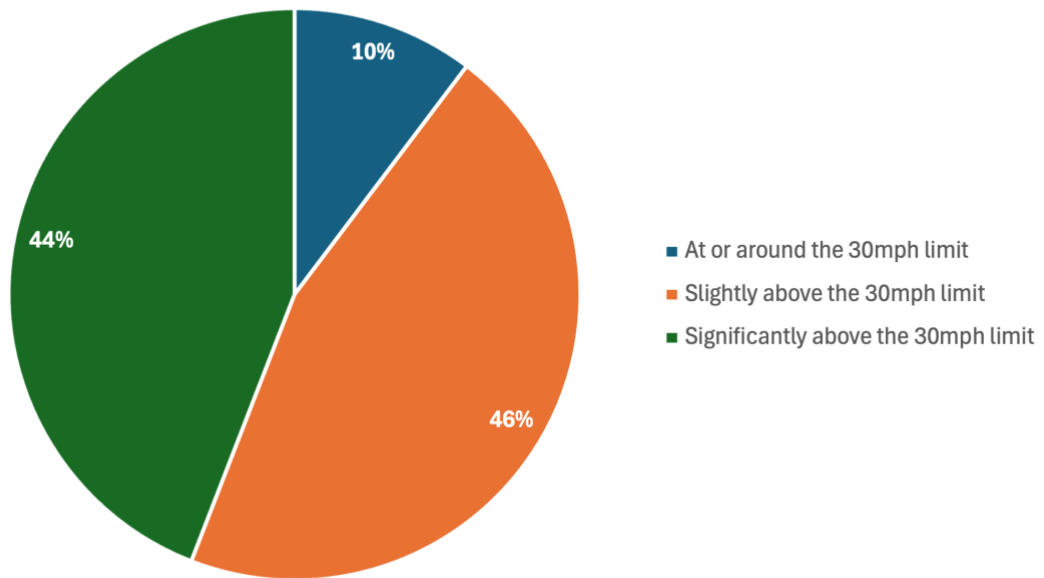
Question 1 - How often do you use the B3098 as a pedestrian?



Question 2 - How would you rate your overall sense of safety?



Question 3 - How do most vehicles travel along the B3098?



Question 4 - Have you or anyone in your household ever avoided using the B3098?

