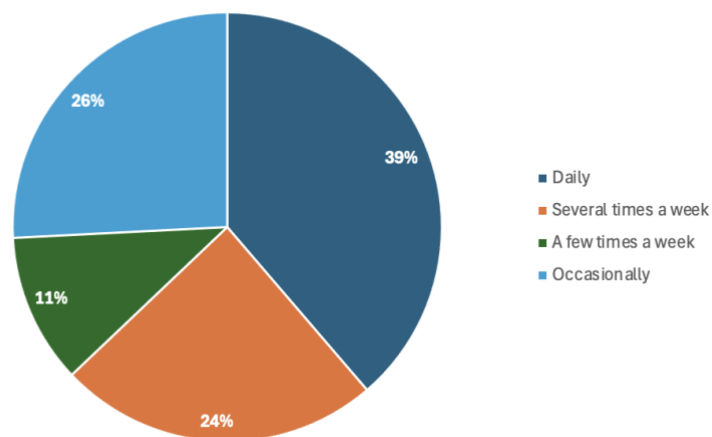


B3098 Traffic Survey Analysis

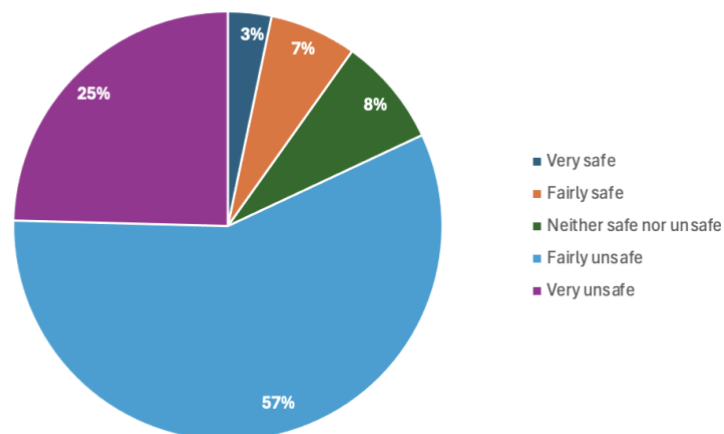
Stats & pie charts

- 62 responses to date
- 120 textual comments to Qs 4, 5 and 6
- Q1 – 63% of respondents use the B3098 daily or several times a week as pedestrians.
- Q2 – 82% of respondents consider the B3098 either fairly or very unsafe for pedestrians.
- Q3 – 47% of respondents perceive traffic to be driving slightly above 30mph, 44% think significantly above 30mph.
- Q4 – 66% of respondents have avoided using the B3098 as pedestrians due to safety concerns.
- Q5 – In order of suggested improvements:
 - Traffic restrictions for HGVs (22%)
 - Traffic calming measures (21%)
 - Reduced speed limit to 20mph (18%)
 - Pedestrian pavements on unprotected stretches (17%)
 - Speed enforcement measures (cameras or SIDs) (15%)
- Q6 – 60% of respondents think there are significant speeding issues and/or motorists drive too fast for the conditions, 24% think motorists are inconsiderate to pedestrians.

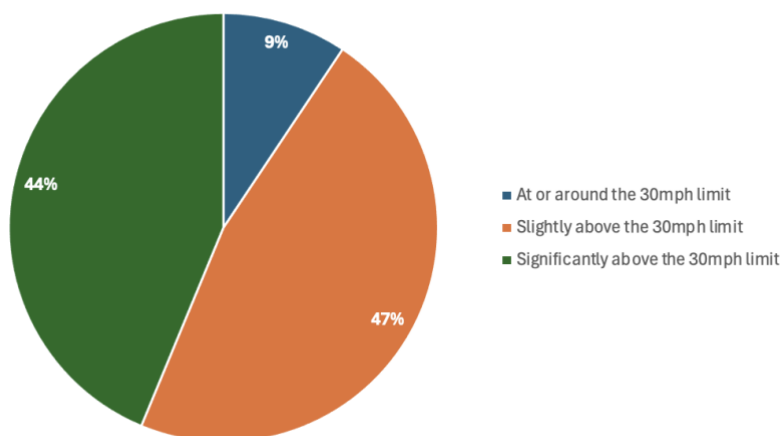
Question 1 - How often do you use the B3098 as a pedestrian?



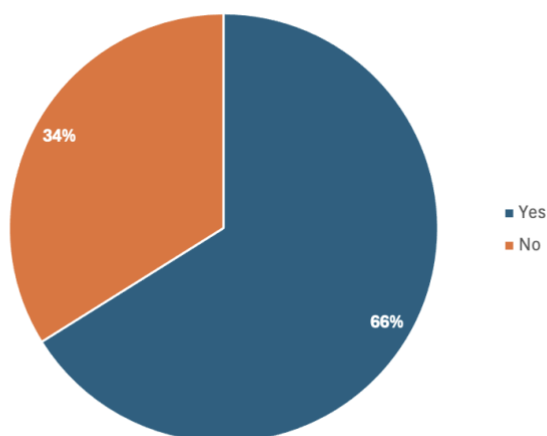
Question 2 - How would you rate your overall sense of safety?



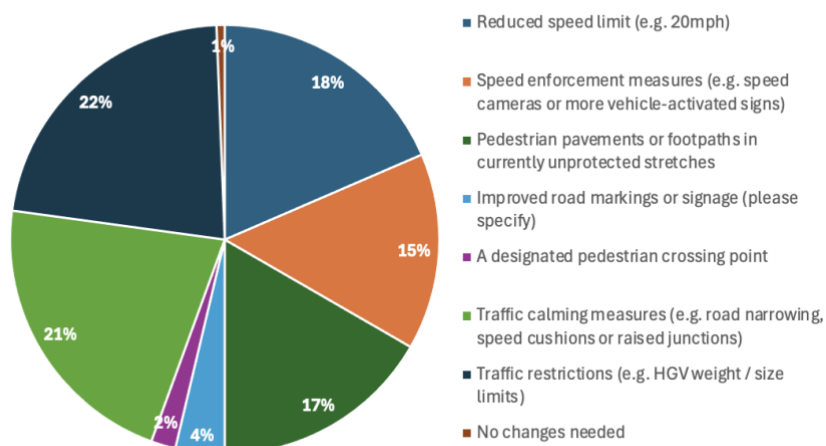
Question 3 - How do most vehicles travel along the B3098?

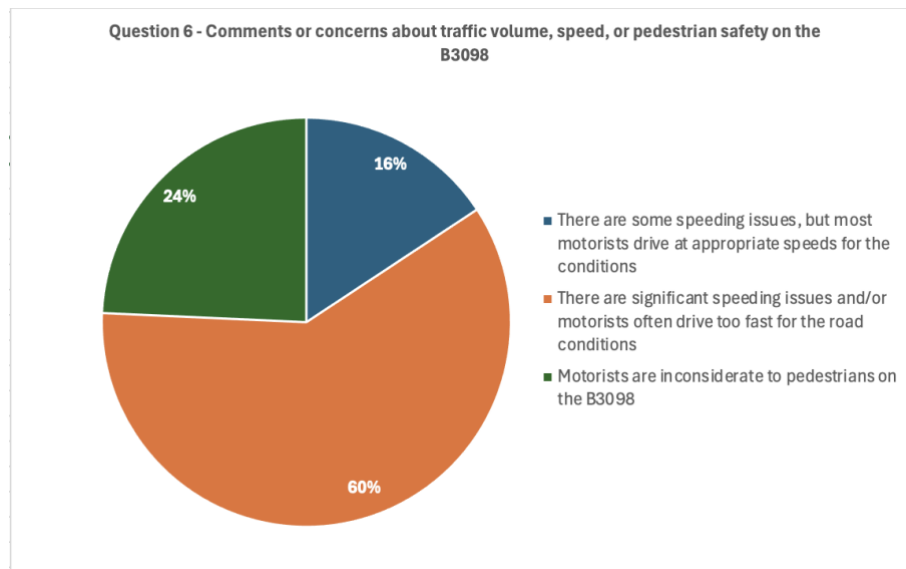


Question 4 - Have you or anyone in your household ever avoided using the B3098?



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





Claude AI summary of textual comments

Task - The following comments are responses to 3 questions in a survey about safety and the B3098 road through Edington Wiltshire. Please summarise the comments into 3 paragraphs, one for each topic.

Avoidance of the B3098 as pedestrians (Q4): A large number of residents actively avoid walking or cycling on the B3098, particularly the stretch between the Three Daggers pub and Coach Hollow/Monastery Road, citing excessive speeds, impatient and unsafe overtaking, and the lack of pavements. Several respondents described being physically clipped or struck by vehicles while walking or cycling, leaving lasting anxiety, and many now avoid the road entirely, use alternative routes (such as Lower Road or the permissive path through the field to the Three Daggers pub), only walk during quieter hours, or drive short distances instead of walking. Concerns were especially strong for vulnerable groups—prams, young children, grandchildren, and dog walkers—and several people praised the new footpath from the Parish Hall car park to the farm shop as a genuine improvement, while noting it doesn't cover the rest of the road.

Measures to improve safety (Q5): Opinions were mixed on solutions, but there was strong support for physical traffic-calming measures (speed bumps, chicanes, road narrowing) since signage and vehicle-activated signs were widely seen as ineffective, alongside calls for HGV/large-vehicle restrictions or size limits given recurring congestion and near-misses with buses, tractors, and cars. Other frequently mentioned issues included inappropriate parking (outside the Three Daggers pub and near Long Hollow) forcing pedestrians and exiting vehicles into the road, overgrown vegetation obscuring visibility at junctions, and the need for better signage or a mirror at the hazardous Charlton Hill/Tinhead Road junction. A few respondents cautioned against measures like road narrowing or speed cushions due to pollution/health concerns and scepticism that a lower speed limit (e.g., 20mph) would be respected any more than the current one.

General concerns about traffic and safety (Q6): Residents expect traffic volumes to keep rising due to nearby housing development, and many highlighted a persistent minority of speeding drivers—especially entering the village from the east—as a core danger, alongside frequent large HGVs causing congestion, road/verge damage, and visibility problems. Parking on pavements and near junctions (particularly around the Three Daggers pub and bus stop) was repeatedly cited as forcing pedestrians into the road, and specific blind spots or dangerous junctions (Charlton Hill/Tinhead Road, Parsonage Lane/Downsview) were flagged for improved sightlines or signage. Several respondents welcomed the survey itself as overdue and expressed appreciation for the new permissive footpath, while stressing that safety concerns remain for the rest of the road, especially in winter and after dark.

ChatGPT AI summary of textual comments

Task - The following comments are responses to 3 questions in a survey about safety and the B3098 road through Edington Wiltshire. Please summarise the comments into 3 paragraphs, one for each topic.

Question 4 – Avoiding use of the B3098 as a pedestrian

The responses show a strong perception that the B3098 feels unsafe for pedestrians and cyclists, leading many residents to change their behaviour. Respondents commonly avoid walking or cycling along sections without pavements, particularly between the Three Daggers pub, Monastery Road and Coach Hollow, or during rush hours, at night and in winter. Many parents said they do not allow children to walk along the road or feel unable to use pushchairs safely, while dog walkers and older residents alter routes or drive elsewhere to avoid walking on the B3098. Excessive vehicle speed, narrow carriageways, poor visibility, unsafe overtaking and close passes were recurring concerns, with several respondents describing being struck or clipped by vehicles. While the new permissive footpath between the Parish Hall and the Three Daggers was widely welcomed as a significant improvement, respondents noted that alternative footpaths are not always practical due to mud, livestock or limited coverage.

Question 5 – Measures that would improve safety

The most frequently suggested improvements focused on reducing vehicle speeds through physical traffic-calming measures, with many respondents arguing that speed bumps, road narrowing, chicanes or other engineering solutions would be more effective than additional signage or lower speed limits alone. Many also called for restrictions on large HGVs, believing through-traffic by oversized vehicles contributes to congestion, road damage and safety risks. Other recurring suggestions included relocating the eastern 30mph gateway further out, improving or maintaining vehicle-activated speed signs and enforcement cameras, improving visibility at junctions such as Charlton Hill and Tinhead Road, cutting back vegetation, preventing parking on pavements and yellow lines around the Three Daggers pub, and providing clearer pedestrian space where possible. Although a few respondents opposed additional traffic-calming features on environmental or practical grounds, there was broad agreement that current measures have not adequately addressed speeding or pedestrian safety.

Question 6 – Traffic volume, speed and pedestrian safety

Respondents consistently expressed concern that increasing traffic volumes, particularly large HGVs, are making the B3098 less safe for both motorists and pedestrians. Many highlighted speeding, especially at the eastern entrance to the village, near Tinhead Road, Charlton Hill and beyond the Three Daggers pub, while others felt that inconsiderate driving rather than excessive speed alone was the main issue. Parking on pavements and near junctions—particularly outside the Three Daggers pub—was repeatedly identified as forcing pedestrians into the carriageway and restricting visibility for drivers. Narrow sections of road, overgrown vegetation, congestion caused by large vehicles, and poor sightlines at junctions were also common concerns. At the same time, respondents praised the new permissive footpath as a valuable safety improvement and expressed hope that the Three Daggers' expanded car park would reduce dangerous roadside parking. Overall, the responses reflect widespread concern about pedestrian safety and a desire for measures that address speeding, heavy vehicles, parking and visibility before future traffic growth increases these problems further.

ChatGPT more formal report-style response

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

The responses indicate that many respondents modify or avoid walking and cycling on the B3098 because they perceive it to be unsafe. The most frequently cited concerns were excessive vehicle speeds, narrow sections of carriageway without footways, poor visibility, and unsafe overtaking. Several respondents reported avoiding particular sections of the road, especially between the Three Daggers and Monastery Road, around Coach Hollow, and during peak traffic periods, hours of darkness and winter months. Parents and grandparents commonly stated that they would not allow children to walk along the road or felt it was unsafe to use pushchairs. A number of respondents also reported changing dog-walking routes or driving elsewhere to walk safely. Several respondents described incidents in which they or family members had been struck or clipped by passing vehicles, reinforcing concerns about pedestrian and cyclist safety. The recently established permissive footpath between the Parish Hall and the Three Daggers was widely welcomed as a significant improvement, although respondents noted that it does not address safety concerns along the remainder of the B3098 and that alternative field paths are not always usable during winter or when livestock are present.

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

The responses demonstrate broad support for measures that would reduce vehicle speeds and improve pedestrian safety. Many respondents considered physical traffic-calming measures, such as road narrowing, chicanes or speed cushions, to be more effective than additional signage or reduced speed limits alone, noting that existing advisory measures have had limited impact on driver behaviour. Restricting the use of the route by large HGVs was another commonly suggested measure, with respondents expressing concerns about congestion, damage to roadside infrastructure and conflicts between large vehicles on the narrower sections of the road. Other frequently mentioned improvements included relocating the eastern 30mph gateway further from the village, maintaining or improving vehicle-activated speed signs and speed enforcement, improving visibility at key junctions, cutting back roadside vegetation, preventing parking on pavements and near junctions, and providing clearer pedestrian space where practical. While a small number of respondents questioned the effectiveness or environmental impact of some traffic-calming measures, the overall view was that additional intervention is required to address current safety issues.

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

Respondents consistently identified vehicle speed, increasing traffic volumes and the number of large HGVs using the B3098 as the principal factors affecting road safety. Many anticipated that planned housing growth in the wider area would lead to further increases in traffic and associated safety concerns. Particular concern was expressed about speeding at the eastern approach to the village, around Tinhead Road, Charlton Hill and the Three Daggers, where respondents considered the combination of higher vehicle speeds, limited visibility and narrow road widths to create significant risks for both motorists and pedestrians. Parking on pavements and close to junctions, particularly outside the Three Daggers, was repeatedly identified as forcing pedestrians into the carriageway and reducing visibility for drivers. Respondents also highlighted issues associated with overgrown vegetation, congestion caused by large vehicles, and difficulties accessing side roads and private driveways. While several respondents acknowledged that the majority of motorists drive responsibly, many expressed concern that a minority of drivers travel at inappropriate speeds, creating a disproportionate safety risk. The new permissive footpath and the planned expansion of parking at the Three Daggers were both viewed positively, although respondents generally considered that further measures will be required to improve pedestrian safety along the length of the B3098.

Key Findings

- Many respondents reported avoiding walking and cycling on the B3098 because of concerns about vehicle speed and the absence of continuous pedestrian facilities.
- Excessive vehicle speed was identified as the most consistent safety concern, particularly on the eastern approach to the village and at key junctions.
- Respondents expressed strong concern about the number and size of HGVs using the B3098, particularly on the narrower sections through the village.
- Parking outside the Three Daggers pub was frequently identified as creating hazards for both pedestrians and motorists, although respondents welcomed the forthcoming additional parking provision that is subject to planning approval.
- The permissive footpath between the Parish Hall and the Three Daggers was widely praised and regarded as a valuable improvement to pedestrian safety.
- Many respondents felt that further intervention, including traffic-calming measures, improved speed management, and consideration of HGV restrictions, would be necessary to improve safety for all road users.