From: **Martin Smith** Martin.Smith@wiltshire.gov.uk
Subject: Re: B3098 Through Edington – Parish Council Safety Strategy Document and Request for Action
Date: 5 November 2026 at 16:57
To: Steve Forward forwardsd@hotmail.com
Cc: Mike Phillips Mike.Phillips@wiltshire.gov.uk, Gareth Rogers Gareth.Rogers@wiltshire.gov.uk, Kate Davey Kate.Davey@wiltshire.gov.uk, emilypepler@hotmail.com, malcolm.wieck@btinternet.com, ccjohns@btinternet.com

MS

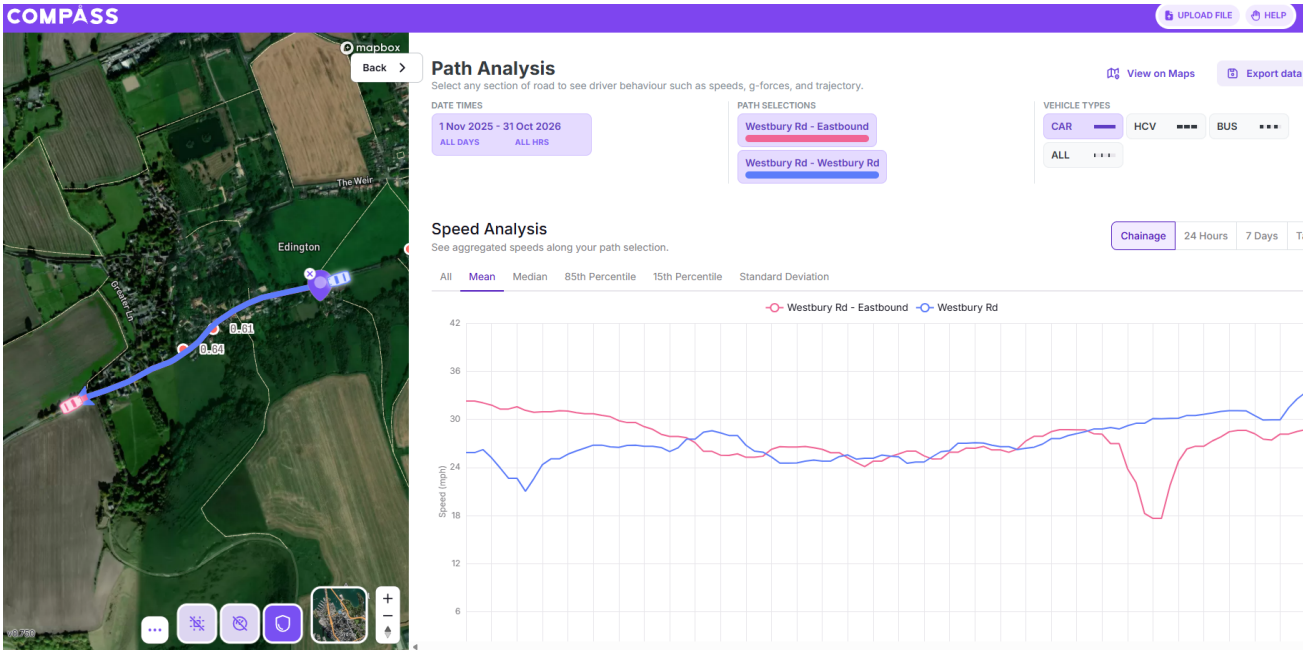
Dear Steve,

Thank you for your email and apologies for the delay in replying.

I think there are a number of ways forward for the Parish Council:

Speeding – Yes, you can request an assessment for 20mph restriction in-line with the Policy. However, to manage expectations, the data from Compass (which uses Connected Vehicle technology) suggests that mean speeds are higher than is ideal for a sign only limit. To make your case, you should include all the data you have about vulnerable road users (i.e. pedestrians, cyclists, horseriders) and also data on access to community facilities along the road.

A screenshot of the Compass data is below.



Your request to adopt another location for the local community Speed Watch programme is a good idea but a matter for the Police. I would suggest you or Mike escalate to the PCC if the issue has become stuck.

Physical measures to address desires for improvement to non-motorised user infrastructure, and traffic calming will need to be directed and prioritised through the LHFIG (if it is supportive).

Freight element - It's intended that the revised Wiltshire Freight Management Policy will be discussed and published shortly. Following approval, details of how town/parish councils can submit concerns, will be published.

I hope that helps,
Best regards,
Martin

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

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From: Steve Forward <forwardsd@hotmail.com>
Sent: 05 October 2026 17:53
To: Martin Smith <Martin.Smith@wiltshire.gov.uk>
Cc: Mike Phillips <Mike.Phillips@wiltshire.gov.uk>; Gareth Rogers <Gareth.Rogers@wiltshire.gov.uk>; Kate Davey <Kate.Davey@wiltshire.gov.uk>; emilypepler@hotmail.com <emilypepler@hotmail.com>; malcolm.wieck@btinternet.com <malcolm.wieck@btinternet.com>; ccjohns@btinternet.com <ccjohns@btinternet.com>
Subject: B3098 Through Edington – Parish Council Safety Strategy Document and Request for Action

Dear Councillor Smith,

Please find attached a strategy document prepared by Edington Parish Council setting out the case for safety improvements to the B3098 through Edington, which we are submitting for Wiltshire Council's consideration.

This document has been prepared because concerns about traffic speed, volume and pedestrian safety on the B3098 have persisted for well over a decade, despite engineering measures introduced at the Council's and Parish Council's joint initiative since 2019. In July 2026 we commissioned an independent household survey to establish the scale of villagers' concerns on a robust evidential footing, and the results — combined with Wiltshire Council's own traffic and enforcement data — confirm that this is a serious and worsening safety issue requiring further action.

In summary, the document:

- **Sets out the evidence base**, including the July 2026 survey (in which 83% of respondents feel unsafe as pedestrians on the B3098, and 68% have avoided using the road on foot or by bicycle); Wiltshire Council's Automatic Traffic Count data from The City (43.5% of vehicles exceeding the 30mph limit); and recent Speed Indicator Device data from both ends of the village, including an instance of a recorded speed of 80.9mph at the western entrance in April 2026.
- **Explains why previous measures have not worked**, drawing on national guidance (DfT LTN 1/07) showing that gateway and signage treatments alone do not deliver sustained speed reduction.
- **Addresses road classification**, clarifying that the B3098's current Category 3B designation is not a barrier to the measures requested, while also asking the Council to review whether a Category 4A classification would now be more appropriate.
- **Sets out five requested measures**, each linked to the relevant Wiltshire Council and DfT policy, namely: HGV traffic restrictions, physical traffic calming, a reduction of the speed limit to 20mph, continuous pedestrian pavements/routes, and enhanced speed enforcement — including a request to progress the long-outstanding Freight Assessment and to use the directional HGV signage now provided for under the Council's new Freight Strategy (LTP4).
- **Pre-empts likely policy questions** around classification, the absence of recorded injury collisions, and the 24mph mean-speed criterion for 20mph limits.
- **Proposes a practical next-steps process** aligned with the Council's January 2026 Speed Limit Policy, distinguishing the expedited 20mph request route from the LHFIG-based route for traffic calming, HGV restriction and pedestrian infrastructure.
- **Includes full supporting annexes**: the complete July 2026 survey analysis, Wiltshire Police enforcement data, Speed Indicator Device and Automatic Traffic Count data, and a summary of the Parish Council's two previous submissions (2019 and 2023).

We recognise the funding and process constraints Wiltshire Council operates within, and we have tried to frame our requests in a way that works within the Council's existing policy framework. We would very much welcome the opportunity to discuss this strategy with you and would be grateful if you could confirm receipt and advise on next steps.

Thank you for your continued engagement with the Parish Council on this

important issue.

Yours sincerely,

Steve Forward
Vice-Chair, Edington Parish Council

Sent from Outlook for iOS
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