

Agenda item 9

**For decision: Traffic modelling for the town**

Written by: Chris Stringer, Deputy Town Clerk



---

**Background**

Councils often pay specialist companies to complete traffic modelling work.

This is where different road designs and changes to road designs are modelled to understand what effects those changes are likely to have.

Modelling work like this is done by dedicated computer software; and the data and results are looked at by experts with knowledge and experience of traffic management, road design, and road safety.

The data and evidence that comes from traffic modelling is often a requirement for councils to apply for central government funding.

Without modelling data and evidence, local councils often can't apply for the bigger sums of money that central government makes available for larger projects and schemes.

**Where we are now**

The Town Council organised a traffic consultation between November 2021 and January 2022.

Following this consultation – and the continuing discussions we've had with Wiltshire Council - we're now at the stage that Wiltshire Council has recommended and has agreed to work with the Town Council on traffic modelling in Bradford on Avon.

At a recent meeting with Wiltshire Councillor Caroline Thomas – the Cabinet Member for Transport - Wiltshire Council confirmed that this work will happen if the Town Council contributes two-thirds of the total cost of the traffic modelling.

**Funding contributions**

At the Full Council meeting on 10 January 2023, Councillors set aside £25,000 of funding for the traffic modelling.

## For decision

Then - at the Sustainable Travel committee meeting on 28 February 2023 - the committee agreed to set aside an additional £8,350 of funding to pay for the traffic modelling work.

This means that a total contribution of £33,350 has now been set aside to pay for the traffic modelling work: the two-thirds contribution that Wiltshire Council has asked for.

The work is expected to cost around £50,000 - with Wiltshire Council paying the difference (about one-third of this cost)

## Notes

As reported to the Sustainable Travel committee last week:

- The proposed traffic modelling will be an important part of the plans to address the long-standing issues of traffic congestion and road safety in the town.
- The work is set to be completed by a company that specialises in traffic modelling, chosen by Wiltshire Council.
- The work will happen in partnership with Wiltshire Council.
- The Town Council will work with Wiltshire Council to agree the aims and terms of the modelling.

## Timeframe

- The traffic modelling work could start within 1 month of a written agreement between Wiltshire Council and the Town Council.
- The modelling work will take approximately 6 months to complete.
- After this, there will a consultation with the town so people can comment on and ask questions about the findings and recommendations that come from the modelling.

---

## Recommendation

1. Agree that the Town Council asks Wiltshire Council to go ahead with traffic modelling for the town; with the Town Council contributing £33,350 towards the total cost of this work.