

A350 Melksham Bypass Public Consultation



November 2020

Wiltshire Council

Background

The importance of the A350 to the local economy has long been recognised by Wiltshire Council.

The section of the road through Beanacre and Melksham has been a concern for many years. It has sections with 30mph speed limits passing through residential areas, with several busy junctions providing access to Melksham town centre, retail and commercial sites, the A365 Bath Road and A3102.

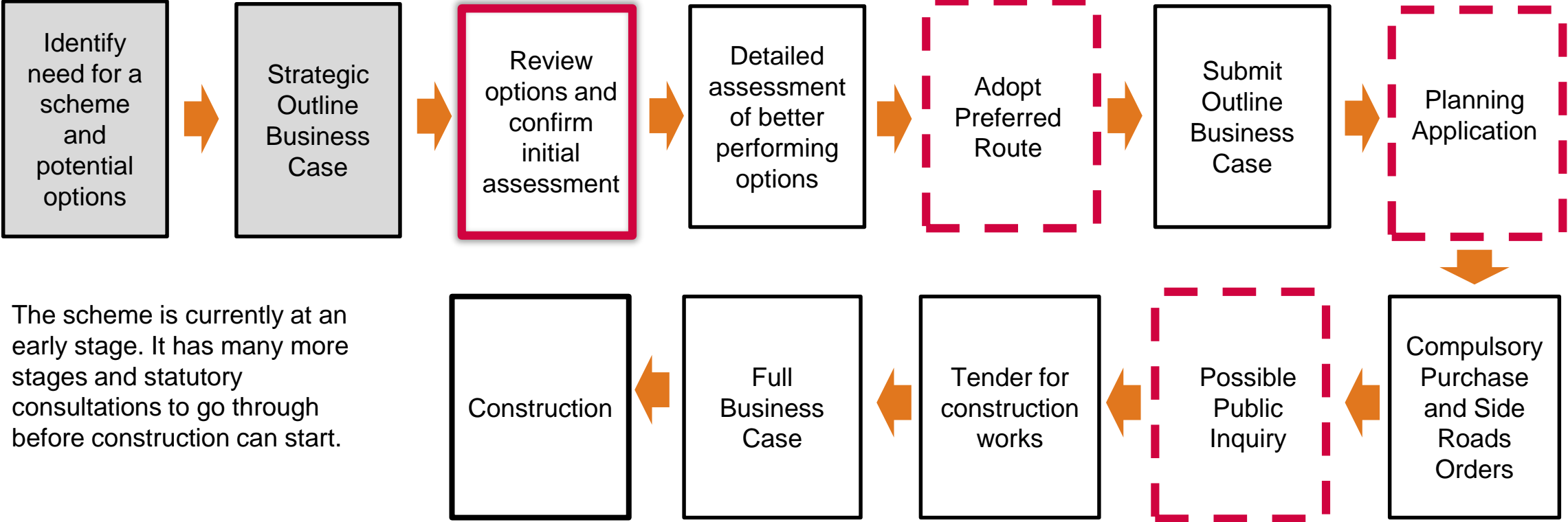
The A350 at Melksham is one of the busiest major roads in Wiltshire, with typical daily traffic volumes of up to 35,000 vehicles per day, and heavy goods vehicles accounting for around 8% of all vehicles.

Funding has been received from the Department for Transport (DfT) to develop a Large Local Major improvement scheme for the A350 at Melksham and to prepare an Outline Business Case (OBC).

The A350 between the M4 and south coast





Scheme preparation process



The scheme is currently at an early stage. It has many more stages and statutory consultations to go through before construction can start.

 Completed

 Current stage of consultation

 Other prospective key stakeholder involvement

About this consultation

The scheme is at a very early stage of its development and the aims of this non-statutory consultation are to:

- successfully engage with stakeholders affected by or interested in the scheme;
- engage with potentially affected land owners;
- encourage involvement from stakeholders and build strong open relationships;
- raise awareness of the scheme and understanding for the need to improve the A350;
- inform about the option assessment process;
- understand stakeholder concerns, issues and suggestions;
- receive feedback on the options to allow us to develop the scheme further; and
- prepare for the statutory consultation phases.



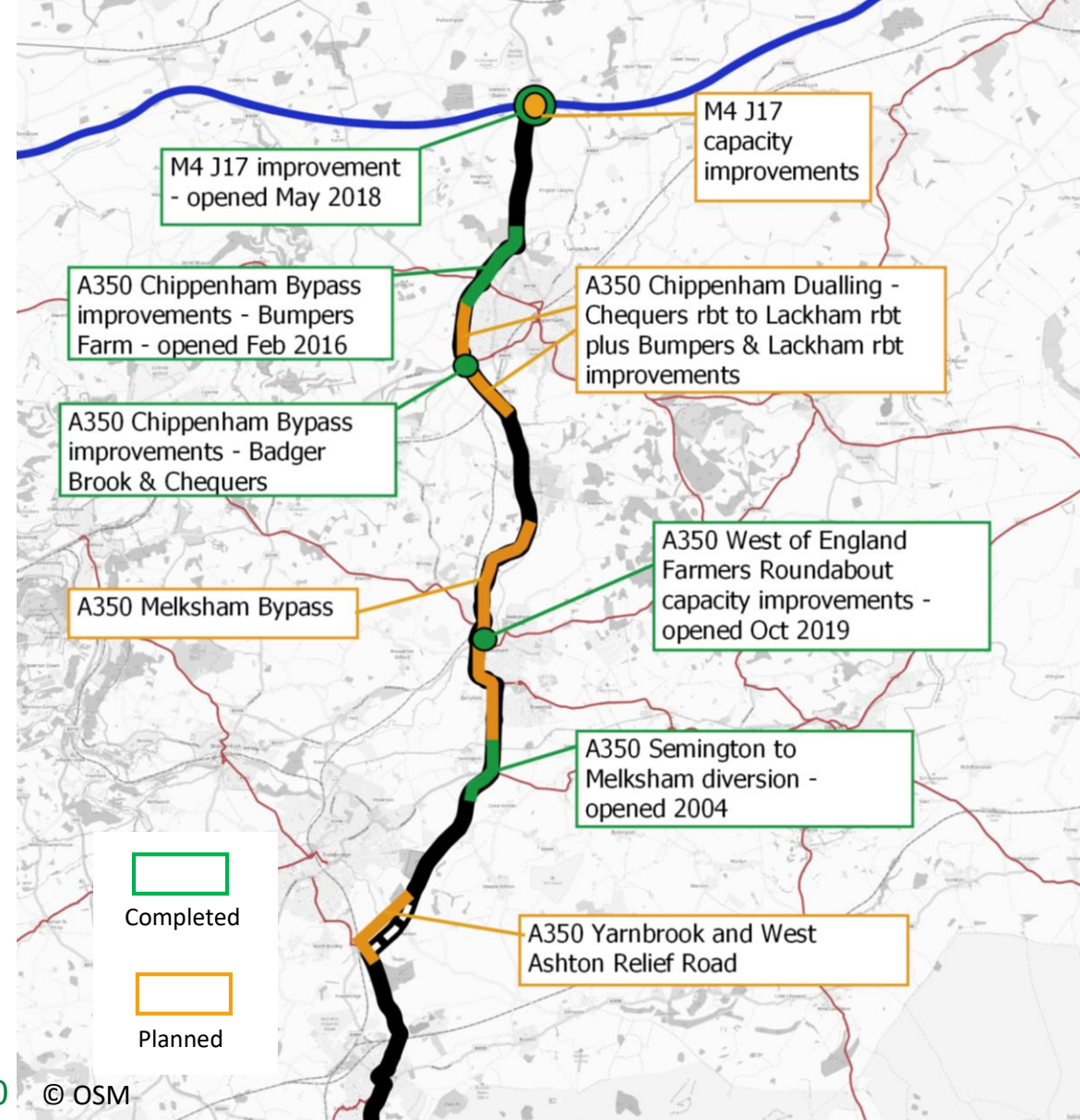
The A350 route

The A350 is one of the most important routes within Wiltshire, connecting several of our principal settlements.

It has been a longstanding priority for the Council to improve north-south connectivity via the A350, and through alternative travel methods such as rail. This reflects the significant role of the A350 corridor in supporting economic activity and growth. The corridor has accounted for approximately 60% of all housing growth in Wiltshire over the last 15 years.

In recent years the Council has been successful in attracting funding for delivery of improvements to the A350, such as upgrades to sections of the A350 around Chippenham, improvements at M4 Junction 17 and capacity enhancement at Farmers Roundabout, Melksham.

The A350 is also of wider regional significance, providing north-south connections between the south coast (the port of Poole in particular) and M4, and onwards to Bristol and the Midlands.



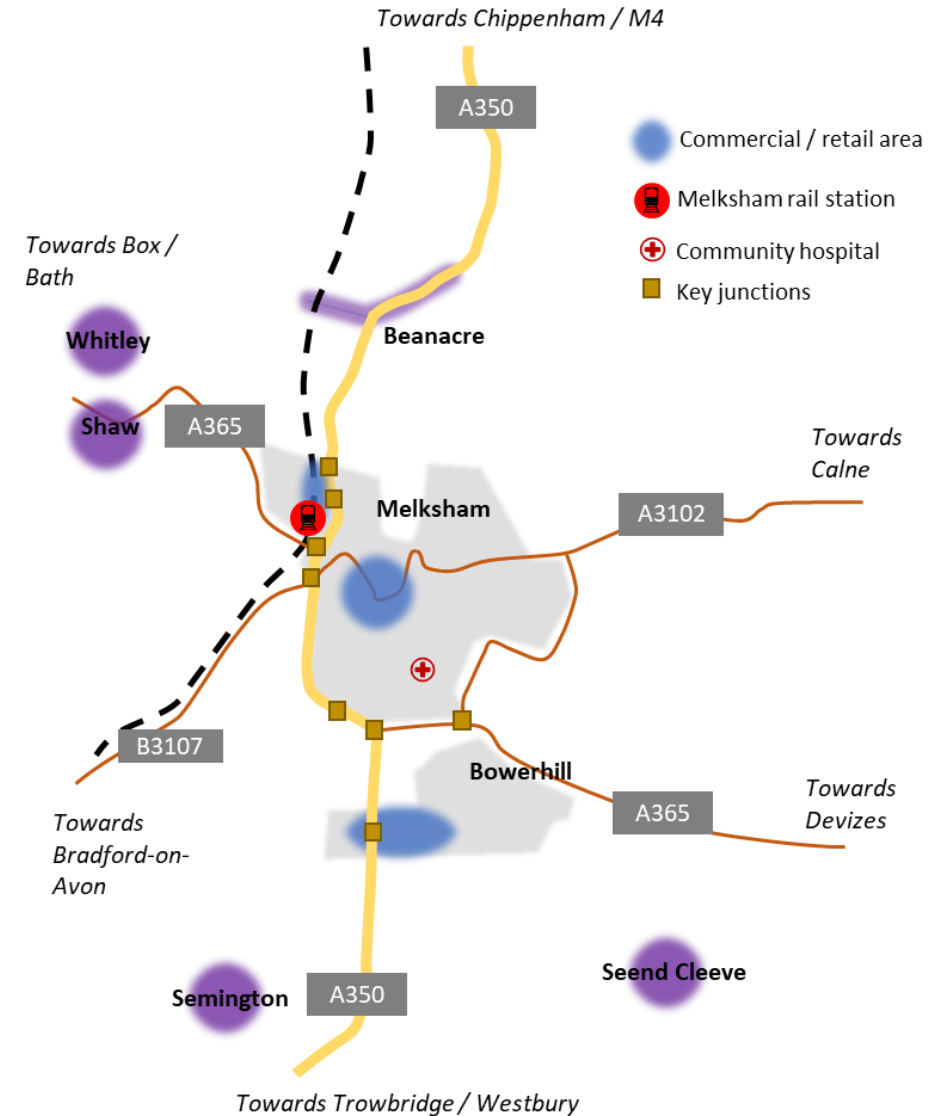
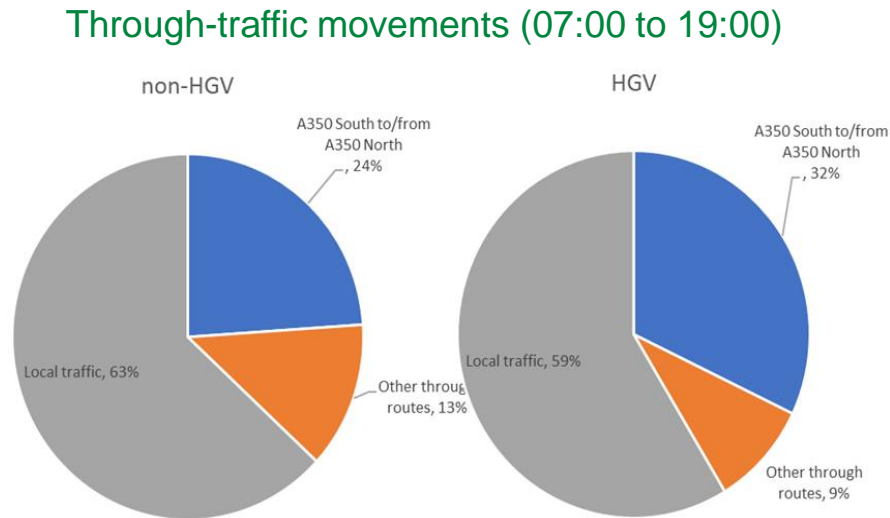
Completed and planned schemes on the A350

The local need for the scheme

The A350 at Melksham serves multiple functions. It is not only the main north-south route through the town, but also the main east-west through route (between A365 Western Way and Bath Road). It also provides access to the town centre and retail developments along the A350 itself for local traffic.

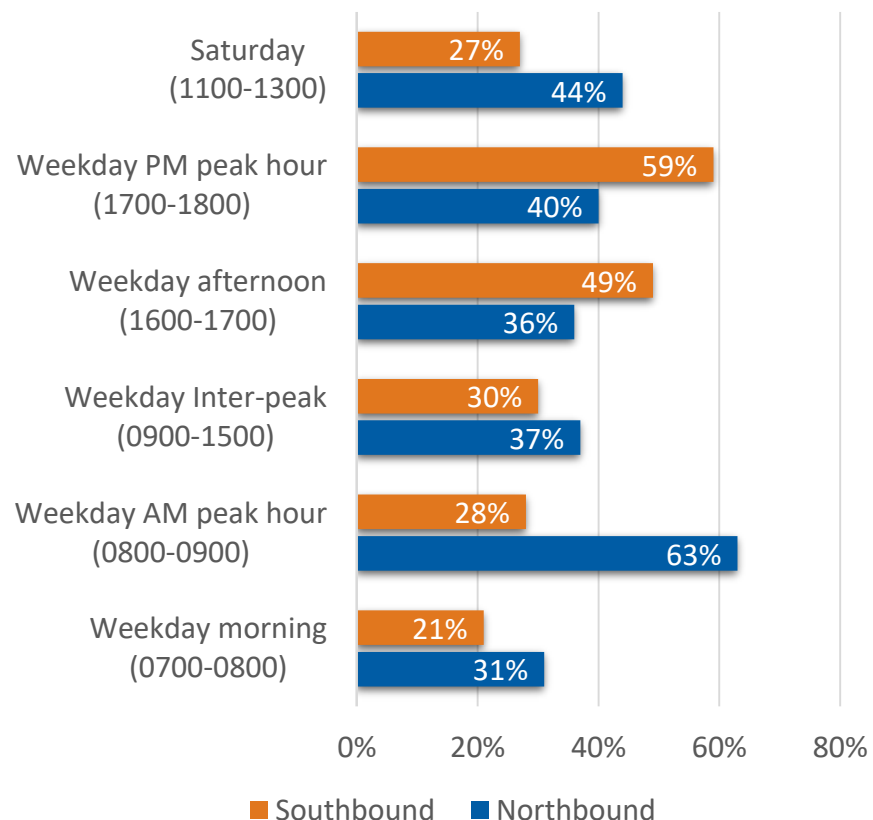
Traffic flows are high - approximately 35,000 vehicles daily (Annual Average Daily Flow). Heavy Goods Vehicles (HGVs) account for approximately 7% to 9% of traffic.

Based on traffic survey data (2017), approximately 40% of all traffic entering or leaving Melksham on the A350 via Beanacre is through-traffic, with the remaining 60% starting or ending its journey in Melksham. Of the 40% through-traffic, approximately 25% is north-south movements.



Journey time delays and poor reliability

% increase in A350 journey time compared to 'free-flow' conditions



The route suffers from slow moving traffic and variability in traffic conditions. This is a result of a combination of speed limits, capacity constraints (and high traffic volumes), road standard and layouts, and adjacent land uses. Consequently, the network is also sensitive to disruption and incidents.

At the busiest times of the day, journey times on the A350 through Melksham are 60% higher compared to 'free-flow' conditions.

Journey time delays and poor reliability affect local residents and businesses, as well as more strategic, longer-distance traffic (e.g. between the south coast and the M4), including heavy goods vehicles.

Note:

- a higher % indicates increased delays
- 'free flow' conditions are equivalent to overnight

Future traffic growth

Future traffic growth from increased population within the western Wiltshire corridor and economic activity will lead to the existing situation with the A350 becoming worse.

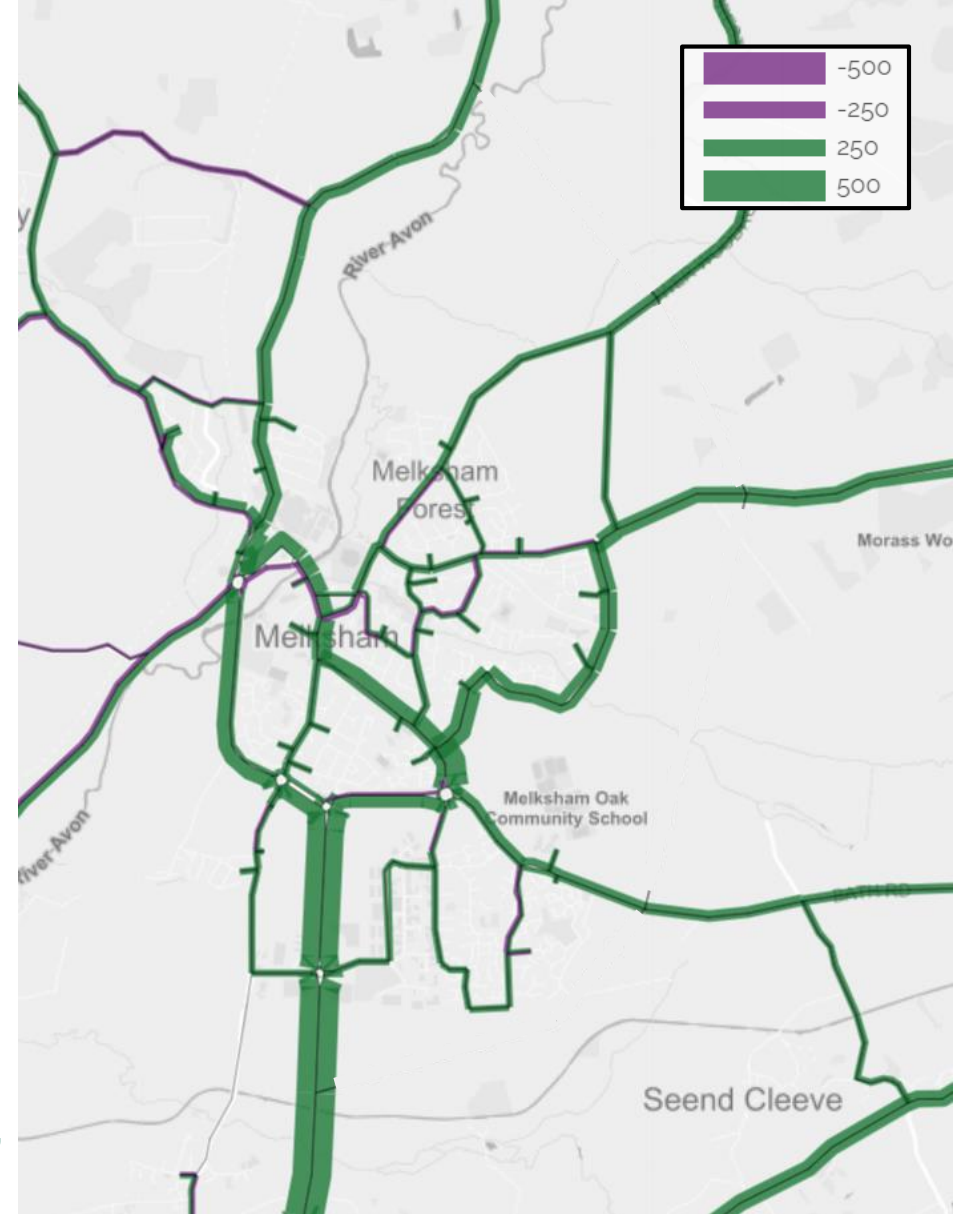
Without an improvement to the A350 traffic forecasts to 2036 (based on current planned growth) show that it is likely that there would be increased congestion, 'rat-running' on minor roads, and increased collisions.

Wiltshire Council is currently undertaking a Local Plan Review which will identify further housing sites to be allocated for delivery by 2036. The implications of this in relation to the scheme are being considered as the Local Plan Review develops.

Further information on the Local Plan Review can be found at <https://www.wiltshire.gov.uk/planning-policy-local-plan-review>.

The removal of through traffic from the existing road would provide the opportunity for improved facilities for walking and cycling, and access to public transport.

Forecast change in traffic flows,
2018 to 2036 (AM)



Road safety and severance

Road safety

Between 2014 and 2018, a total of 189 accidents were reported in Melksham and Beanacre, with 61 (approximately 32%) of these occurring on the A350.

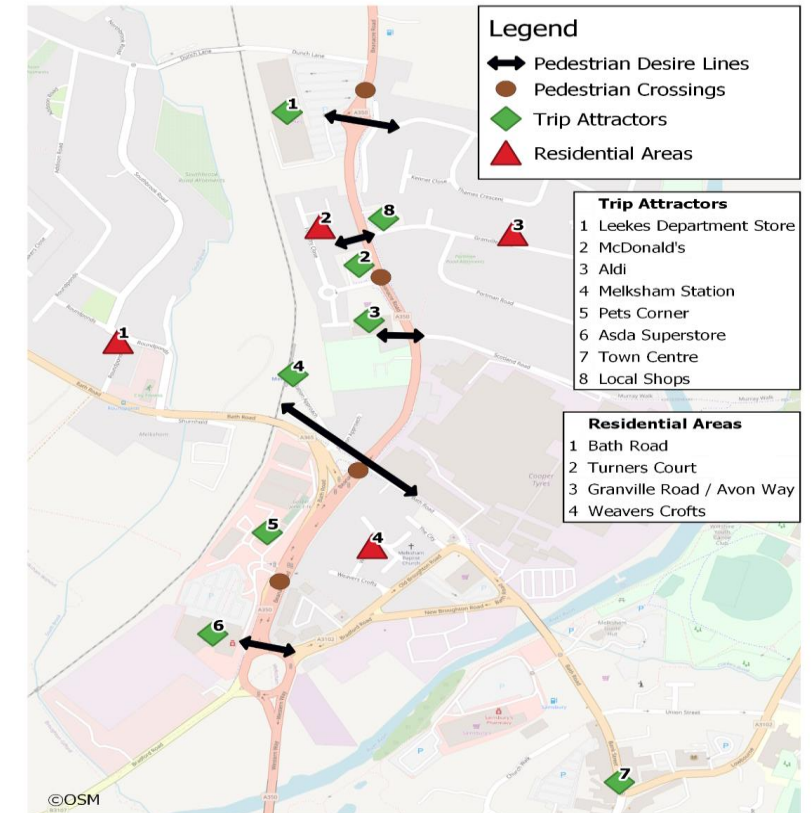
The risk of accidents on this section of the A350 is increased due to a combination of high traffic volumes, multiple users, congestion and close spacing of junctions. Clusters of accidents are evident around the busiest junctions on the A350 through Melksham, especially Farmers roundabout and Bath Road.

As well as the personal injury, social and financial costs associated with accidents, these incidents result in frequent disruption to traffic and highlight the poor network resilience.

Severance

In the northern and central sections of the A350 through Melksham in particular, the route acts as a barrier to pedestrian and cycle movements between the town centre / east Melksham and west Melksham.

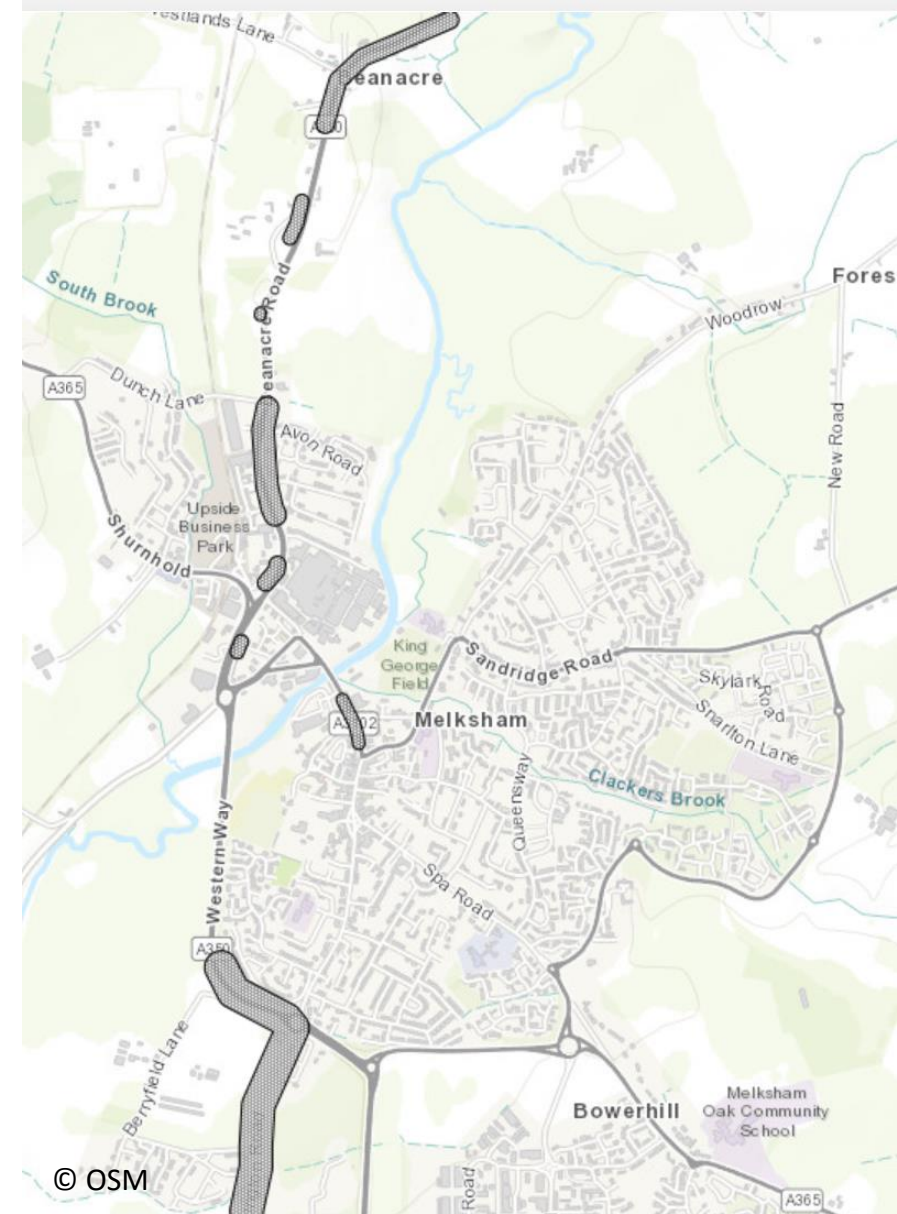
The large volume of traffic, with a relatively high proportion of HGVs, impacts significantly on residents living in northern parts of the town. With the rail station located to the west of the A350 route, this also acts as a deterrent to people accessing the station by non-car modes.



Noise and air quality

On parts of the route residential properties and businesses are situated close to the road. The high traffic volumes (including HGVs) exposes local communities to noise disturbance (and vibration) and poorer air quality. This adversely impacts health and wellbeing.

Whilst there is currently no designated Air Quality Management Area, parts of the route are classified as Noise Important Areas, as defined by central government (DEFRA) – further information can be found at <https://www.gov.uk/government/publications/strategic-noise-mapping-2019>



Noise Important Areas at Melksham and Beatrix

Primary transport objectives

Based on the evidence relating to current and future issues on the A350 and within the Melksham area, five key transport objectives have been identified to be addressed by the scheme.

Reduce journey times and delays and improve journey reliability on the A350 through Melksham and Beanacre, improving local and regional north-south connectivity, and supporting future housing and employment growth in the A350 corridor

Reduce journey times and delays and improve journey reliability on the following routes through Melksham:

- A350 South – A3102
- A365 West – A365 East
- A350 South – A365 West

Provide enhanced opportunities for walking and cycling between Melksham town centre and the rail station / Bath Road, and along the existing A350 corridor within Melksham and Beanacre, which help reduce the impact of transport on the environment and support local economic activity

Reduce personal injury accident rates and severity for the A350 and Melksham as a whole, to make the corridor safer and more resilient

Reduce the volume of traffic, including HGVs, passing along the current A350 route in northern Melksham and Beanacre to reduce severance, whilst avoiding negative impacts on other existing or potential residential areas

Other local aims

Meeting the primary transport objectives would support wider local outcomes and priorities, such as those identified within the Draft Melksham Neighbourhood Plan (<https://www.melkshamneighbourhoodplan.org/>). Some of the wider local aims associated with the scheme include:

Providing better access to the railway station from the town and residential areas.	Generating opportunities for improved public realm and a high quality built environment e.g. following the diversion of traffic.	Providing better access to local services, shops, amenities and schools - supporting great places for shopping, working and getting around.	Balancing housing and infrastructure needs to support sustainable local development and to meet the needs of a growing population.	Promoting opportunities for people to lead healthier, active lifestyles with a greater sense of well-being	Protecting an enhancing the vitality of Melksham town centre, including providing opportunities for town centre regeneration
---	--	---	--	--	--

Contribution to wider priorities

At a regional and national level improvements to the A350 would support strategic priorities, such as:

- Providing improved strategic connectivity from the M4 and A303 corridors to the south coast, contributing to a well-connected, reliable and resilient transport system
- Helping unlock the potential of the south coast and facilitating greater economic alignment between the north and south of the Western Gateway area
- Supporting local growth ambitions by providing transport infrastructure to support new housing in the western Wiltshire corridor
- Helping to improve the vitality, viability and resilience of Wiltshire's economy and market towns
- Assisting the efficient and sustainable distribution of freight in Wiltshire and beyond to build stronger, more balanced economies by enhancing productivity and responding to local growth priorities



Current funding opportunity

Improvements to the A350 at Melksham have been considered for many years. Recent funding streams made available by central government have made it possible to put forward a proposal for a scheme of the scale and nature required to address the transport issues in a comprehensive manner.

A scheme to improve the A350 at Melksham and Beanacre could cost in the region of £135 million (dependent upon the option). The Council would not be able to fund a major scheme of this type from its own resources. The preparation of the Outline Business Case will require the consideration of the strategic, economic, financial, management and commercial cases to demonstrate that the scheme does meet the DfT requirements.

The scheme is being promoted through the Department for Transport's Large Local Majors Fund - specifically intended to support a small number of exceptionally large local highway authority road schemes that could not be funded through normal routes.



Department
for Transport

To be eligible for funding the scheme must satisfy objectives set out by the Department for Transport (DfT):

Reduce congestion

Support economic growth and rebalancing

Support housing delivery

Support all road users

Support the Strategic Road Network

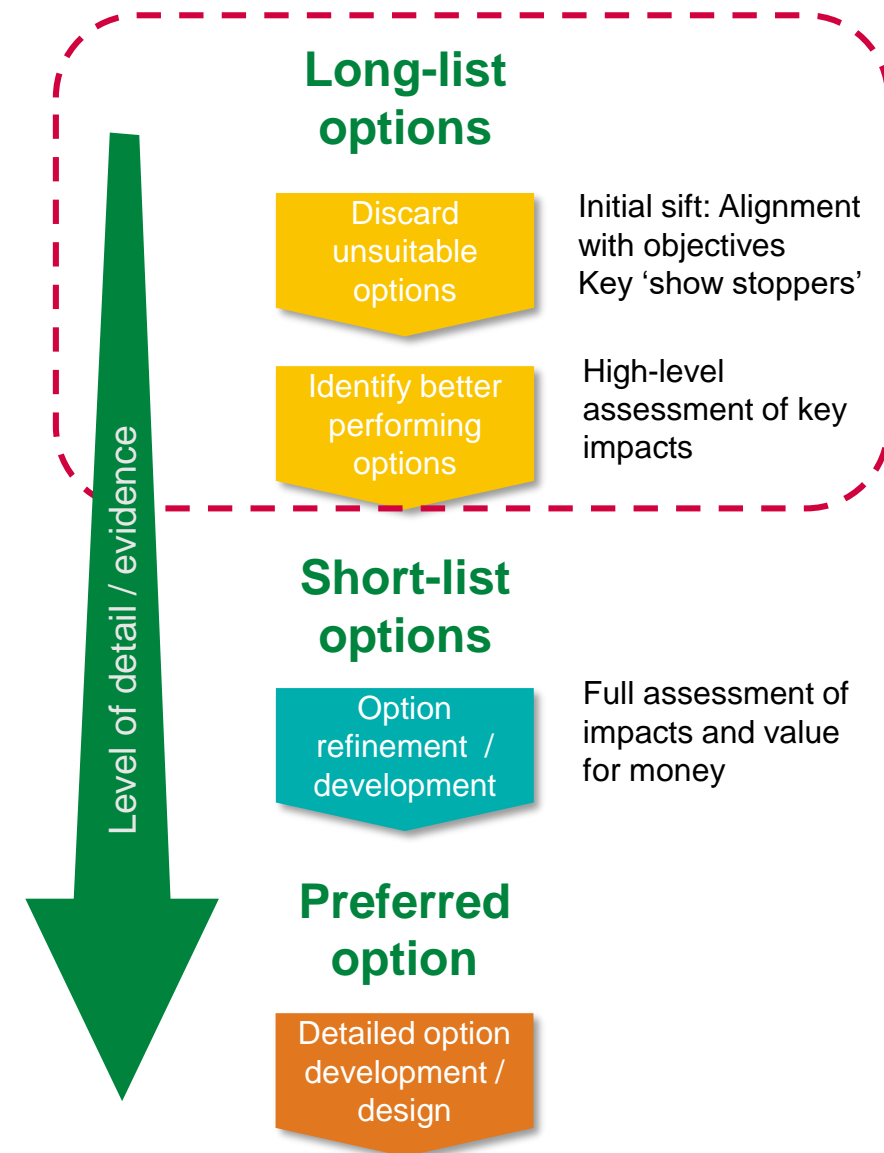
The approach to options development

A logical and robust approach to option development is being taken, in line with government guidance.

Currently an exercise is being undertaken to review all potential options (long-list) and to inform the identification of better performing options (short-list) to be subject to further investigation. This updates previous work undertaken as part of the Strategic Outline Business Case.

The initial long-list option stage covers a wide variety of potential solutions, including:

- non road-based measures;
- improvements to existing roads; and
- construction of new roads (with different route corridors).



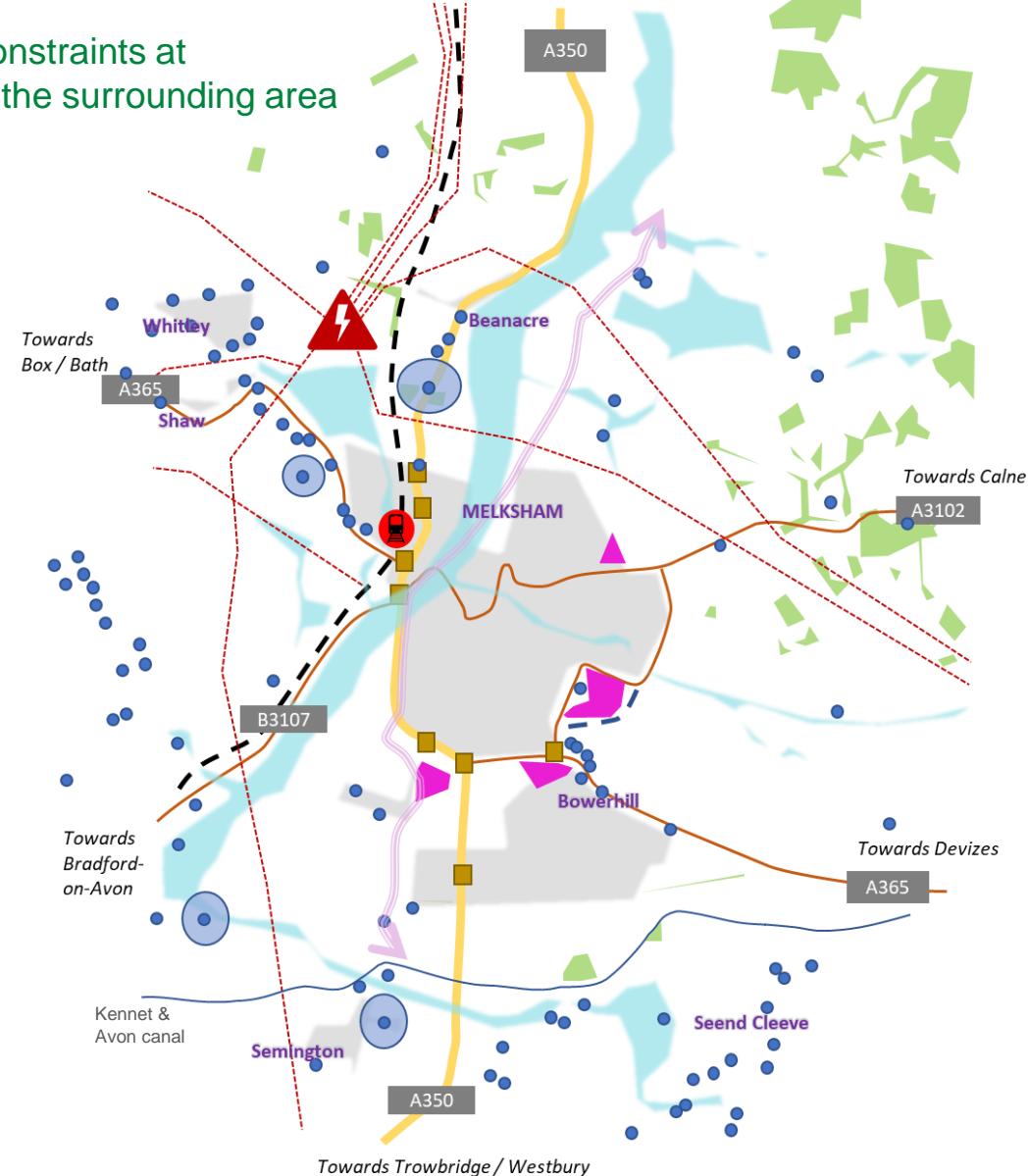
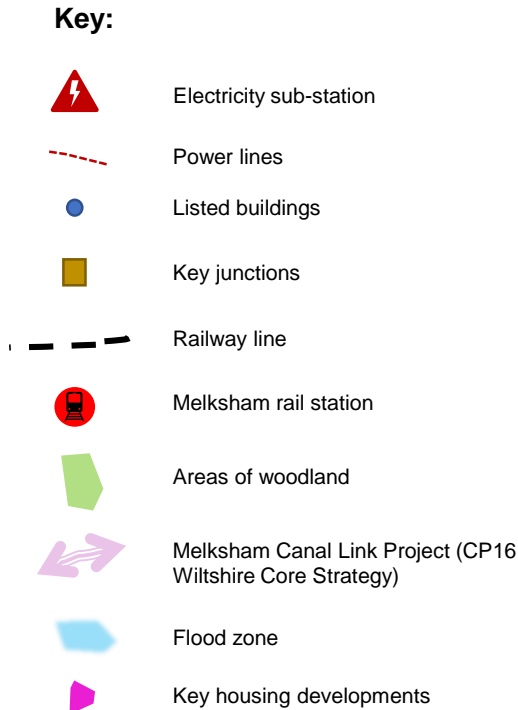
Supporting evidence

Technical exercises are supporting the consideration of options to ensure that an evidence-based approach is followed. The level of detail applied increases as we move through the process and the number of options under consideration reduces.

Key inputs at this stage include:

- **Current and historic traffic data**
- **Initial traffic modelling and journey time analysis**
- **High-level engineering feasibility**
- **High-level cost estimates**
- **Initial environmental assessment (desktop)**

Key physical constraints at Melksham and the surrounding area



Option assessment criteria

Options are considered against criteria which are consistent with the business case requirements set out by the Department for Transport. This ensures that a wide range of impacts and factors are captured, from environmental impacts to costs and delivery risks.

The initial stages of assessment focus more around the strategic criteria before broadening out to the others.

Business Case Assessment Criteria	Description
Strategic	Scale of impact against scheme objectives and wider priorities (e.g. see pages 10 to 12).
Economic	Overall value for money. Includes consideration of economic, environmental (including carbon impacts) and social benefits / disbenefits and scheme cost.
Financial	Affordability and level of certainty associated with the scheme cost, including preparation, construction and ongoing maintenance.
Management (delivery)	Feasibility, complexity and level of acceptance. Includes consideration of risks and delivery timescales.
Commercial	Arrangements for procuring the delivery of the scheme.

Full range of options

Non road-based options (Options 1 to 6)

Demand management and traffic management measures

1. Workplace parking levy
2. Road user pricing
3. Heavy good vehicle restrictions

Public transport and active modes

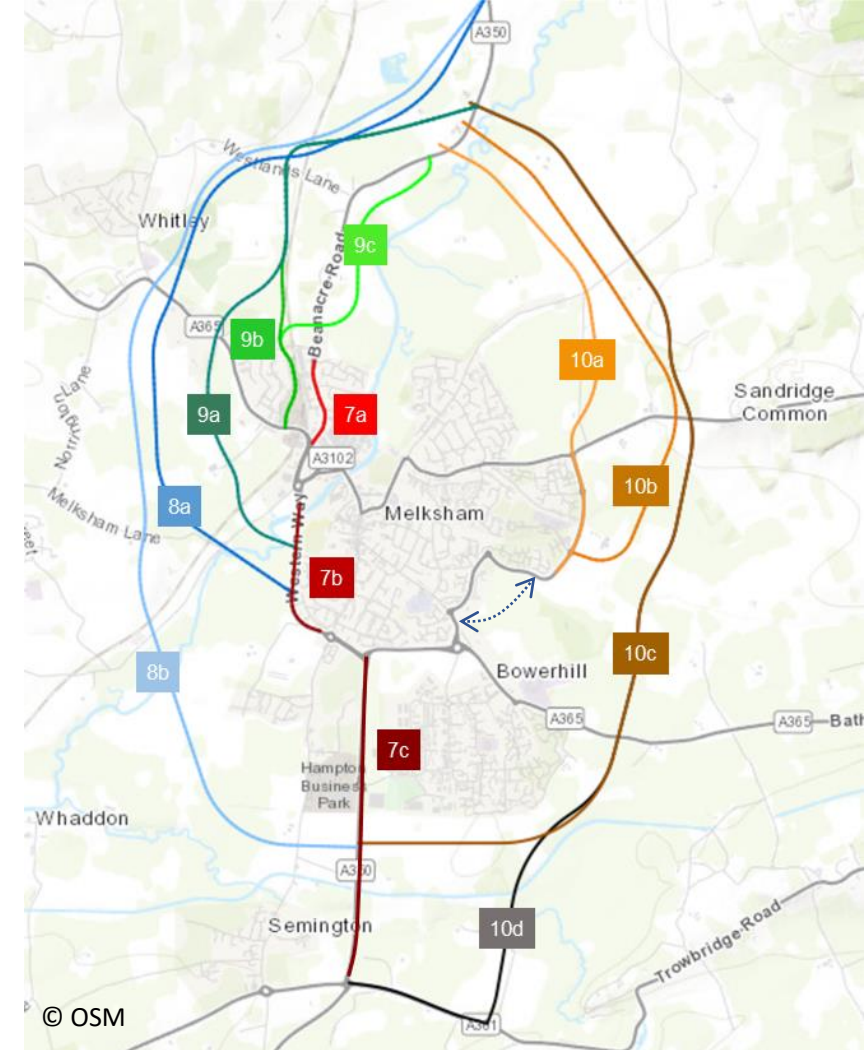
4. Rail service / infrastructure
5. Bus service / infrastructure
6. Improved walking and cycling routes

Road-based options (Options 7 to 10)

- Improvement / upgrade to the existing A350 route
- Shorter / intermediate bypass options (east and west of the town)
- Longer (full) bypass options (east and west of the town)

A summary of assessment findings so far across all options is provided on pages 18 to 22. For further details of additional assessment of options 7 to 10 please refer to the separate document on the consultation website.

<https://www.wiltshire.gov.uk/highways-a350-melksham-bypass>



Note - Indicative of potential route corridors only – this does not denote specific road alignment at this stage

Emerging findings – demand management, active modes and public transport (options 1 to 6)

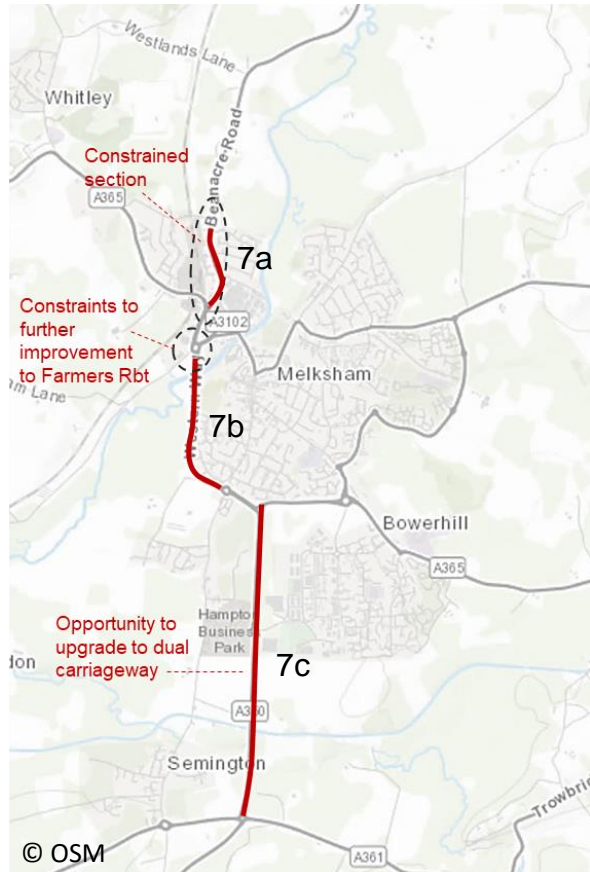
- **Demand management measures (Options 1, 2, and 3)** – these options cover road pricing and vehicle restrictions. Earlier stages of the scheme development and assessment indicated that these were unlikely to adequately address the key issues and scheme objectives. They also present challenges around acceptability.
- **Public transport / walking and cycling measures (Options 4, 5, 6)** - earlier stages of the scheme development and assessment indicated that these were unlikely to deliver the scale of impact required against the objectives as options in their own right.

However, the assessment identifies that there is potential for these to be considered alongside other (e.g. road-based) options as potential complementary measures, to support objectives around severance and to ‘lock in’ opportunities presented from reduced traffic levels. Further details can be found on pages 23 to 25.

It should be noted that the assessment relates directly to the specific scheme context and issues identified. For any options assessed less favourably in this context this does not imply that they do not have a role in the broader approach to transport delivery for Melksham and the A350 corridor.



Emerging findings – improvements to the existing A350 (options 7a, 7b, 7c)



- The assessment indicates that individually these options are unlikely to adequately address the scheme objectives. Hence, they have also been considered in combination.
- As a combined option there is potential to deliver some capacity and journey time improvement. However, the scale of impact is expected to be limited by existing speed restrictions and what could feasibly be achieved at some of the more constrained sections. To overcome these constraints, if feasible, would increase scheme costs. Compared to the likely scale of benefits it is considered that this option would offer a lower overall value for money.
- Compared to other road-based options, there would be less direct landscape / visual impact and loss of greenfield land.
- Severance issues and noise / air quality on the existing A350 would not be directly addressed. Provision of additional high-quality and safe walking / cycling provision would be difficult to achieve with the traffic volumes, and without further restricting vehicle journey times.
- This option does not perform as well as other options in relation to reliability and network resilience as it does not offer an additional / alternative route.
- Upgrading the southern section of the A350 to dual carriageway shows potential to be considered in conjunction with the shorter bypass options, in order to address forecast traffic growth on this section.

Emerging findings – short bypass options (8a, 9a,10a,10b)

Options:

8a

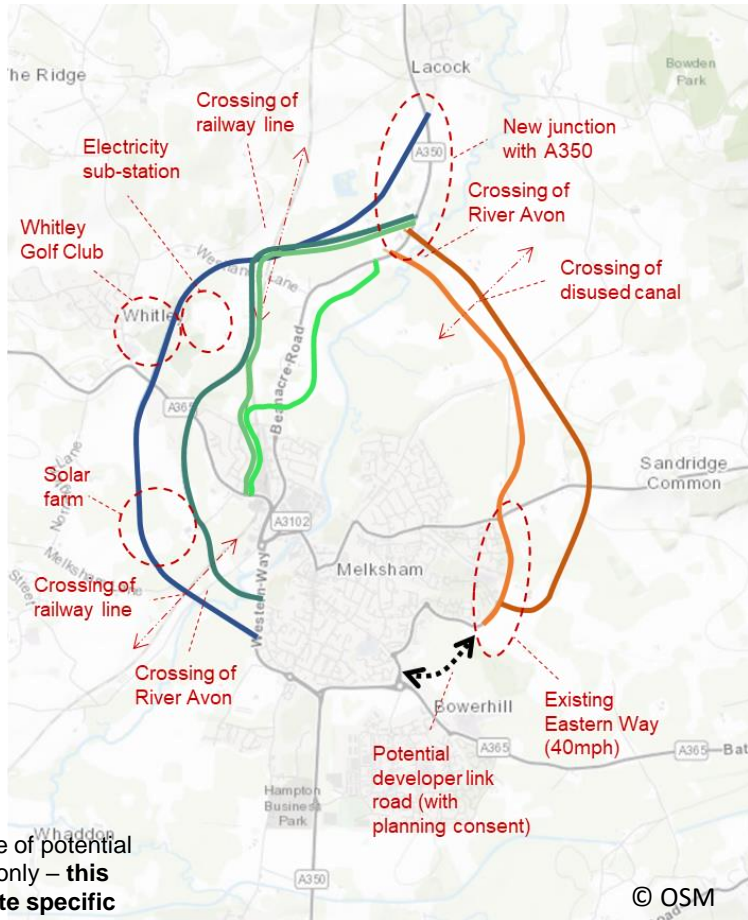
9a

9b

9c

10a

10b



Note - Indicative of potential route corridors only – this does not denote specific road alignment at this stage

- In terms of traffic impacts these options are not as effective as the full bypass options but could still achieve a meaningful contribution towards the scheme objectives, at a lower cost and smaller footprint. Of these options, 8a performs the best in terms of journey time savings.
- Both options 8a and 9a are considered to have high risks and challenges associated with deliverability. The estimated cost of Option 9a is c.60% higher than the next highest (option 8a). Option 10a is the lowest cost of these options (35% lower than 8a) – hence, despite lower journey time savings (with a greater proportion of its length at 40mph or less), it compares favourably in terms of value for money and involves the least new carriageway construction.
- Option 10b is expected to perform slightly better than 10a in terms of traffic impacts – but the higher cost, increased environmental impact and additional land requirements mean that it is likely to offer lower value for money overall.
- Any of these options could be considered in conjunction with dualling of the southern section of the A350.

For further details of additional assessment of these options please refer to the separate document on the consultation website,

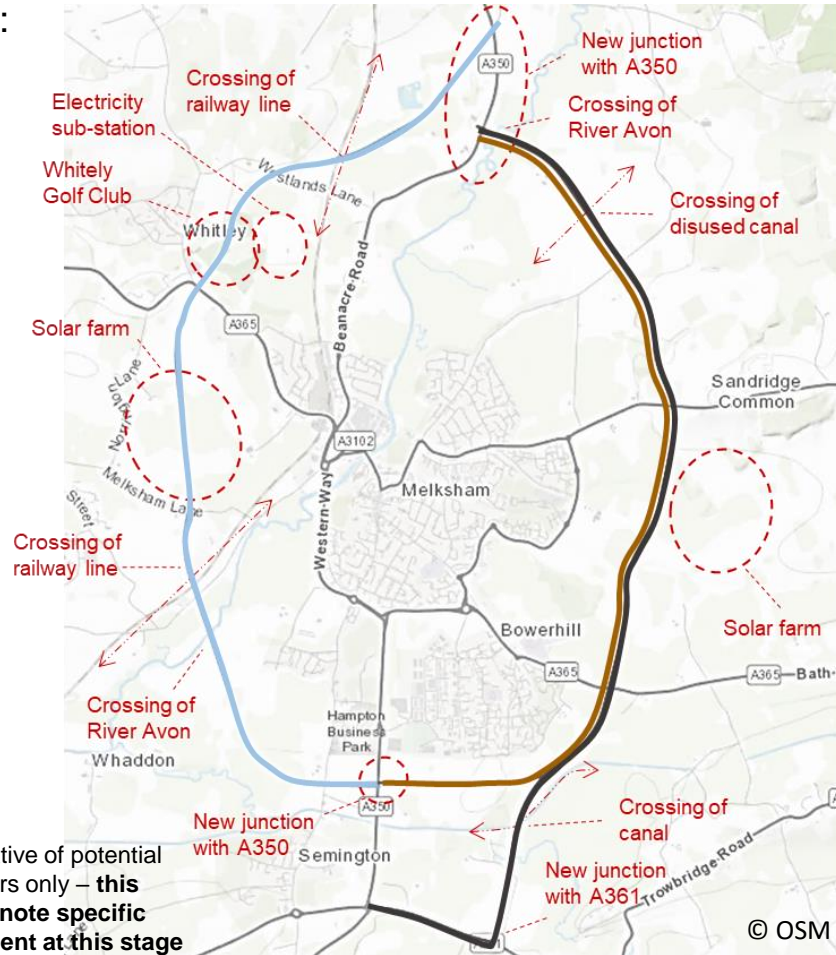
Emerging findings – full bypass options (8b,10c,10d)

Options:

8b

10c

10d



Note - Indicative of potential route corridors only – this does not denote specific road alignment at this stage

- These options are predicted to have broadly similar traffic impacts. Of all the options they achieve the greatest journey time benefits (3 to 4 mins saving per vehicle) and provide the greatest traffic relief to the existing A350 (approximately 40% reduction), whilst also drawing traffic from other surrounding routes. This provides increased opportunity for enhancing local walking and cycling provision on and around the existing A350 and high street / town centre.
- These options have greater landscape and visual impacts and land requirements than other road-based options. The initial environmental assessment is similar for options 8b and 10c. Option 10d performs slightly worse (mainly due to crossing of the canal). All three options require crossing the River Avon / floodplain.
- The cost of these options is expected to be up to 80% to 100% higher than the least expensive shorter bypass options. Option 8b is expected to have the highest cost, followed by 10d and then 10c (30% lower than 8b).
- It is considered that the west side of Melksham (option 8b) poses more significant delivery challenges and risks, including the need to cross the railway line in two separate locations and land constraints presented by the electricity sub-station, Whitley Golf Course and the solar farm.

For further details of additional assessment of these options please refer to the separate document on the consultation website,

Options assessment overview – initial sifting

Themes	No.	Strategic Option	Average score	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5
				Reduce journey times and delays on the A350 through Melksham and Beanacre, improving local and regional north-south connectivity, and supporting future housing growth in the A350 corridor	Reduce journey times and delays on the following routes through Melksham, allowing for future growth in demand: -A350 South - A3102 -A365 West - A365 East -A350 South - A365 West	Provide enhanced opportunities for walking and cycling between Melksham town centre and the rail station / Bath Road, and along the existing A350 corridor within Melksham and Beanacre, through the provision of infrastructure and other measures to encourage active travel and reduce the impact of transport on the environment	Reduce personal injury accident rates and severity for the A350 and Melksham as a whole	Reduce the volume of traffic including HGVs passing along the current A350 route in northern Melksham and Beanacre to reduce severance, whilst avoiding negative impacts on other existing or potential residential areas
Demand Management	1	Workplace Parking Levy	1.0	1	1	1	1	1
	2	Road user charging	1.2	1	1	1	1	2
	3	HGV restrictions - e.g. lorry ban or peak hour restrictions	1.4	1	1	1	1	3
Public Transport	4	Rail service / infrastructure improvements - i.e. hourly frequency via Melksham and/or additional commuter services in AM/PM peak hours	1.0	2	1	0	1	1
	5	Bus service / infrastructure improvements	1.6	2	2	2	1	1
	6	Improved walking / cycling routes	1.4	0	0	3	2	2
Existing Highway Network	7a	Additional lanes / widening: northern section (Leekes-Bath Rd)	0.6	1	1	0	1	0
	7b	Additional lanes / widening: southern section (Farmers-Semington Rd)	1.0	2	2	0	1	0
	7c	Dualling A350 / Western Way to Littleton Rbt	1.6	3	2	0	1	0
Bypass Outer West	8a	From A350 north of Beanacre to A365 west of Shaw Farm, then to A350 west of Semington Rd (single carriageway)	3.6	4	4	3	3	4
	8b	From A350 north of Beanacre to A365 west of Shaw Farm, then to A350 south of Hampton Park West (single carriageway)	4.4	5	4	4	4	5
Bypass or Inner Relief Road - Inner West	9a	Bypass: From A350 north of Beanacre, west of village/rail line to A365 east of Shaw Farm, then to A350 south of Farmers (single carriageway)	3.0	3	2	3	3	4
	9b	Relief road: from A350 north of Beanacre, west of village/rail line to A365 west of rail station (single carriageway)	2.2	3	1	2	2	3
	9c	Relief road: from A350 north of Beanacre, east of village to cross A350 between Beanacre & Melksham, then west of rail line to A365 west of rail station (single carriageway)	2.2	3	1	2	2	3
Bypass or Distributor - East	10a	Extended distributor: from A350 north of Beanacre to A3102 junction with Eastern Way, then via Eastern Way to Spa Rdbt (single carriageway)	3.0	3	3	3	3	3
	10b	Bypass: from A350 north of Beanacre to A3102 east of Eastern Way, then via new road to Eastern Way south of Thyme Road (single carriageway)	3.2	4	3	3	3	3
	10c	Bypass: from A350 north of Beanacre to A3102 east of Eastern Way, then to A365 east of Bowerhill, then to A350 south of Hampton Park West (single carriageway)	4.2	5	4	4	4	4
	10d	Bypass: from A350 north of Beanacre to A3102 east of Eastern Way, then to A365 east of Bowerhill, then to A3061 west of Seend Head Lane, reconnecting to the A350 at Littleton rdbt (single carriageway)	4.2	5	4	4	4	4

Ease of delivery (key deliverability, acceptability, affordability issues)
3
2
2
4
4
3
3
3
4
2
2
2
3
3
3
3

Higher impact

5
4
3
2
1
0

Lower impact

For further details of additional assessment of options 7 to 10 please refer to the separate document on the consultation website.

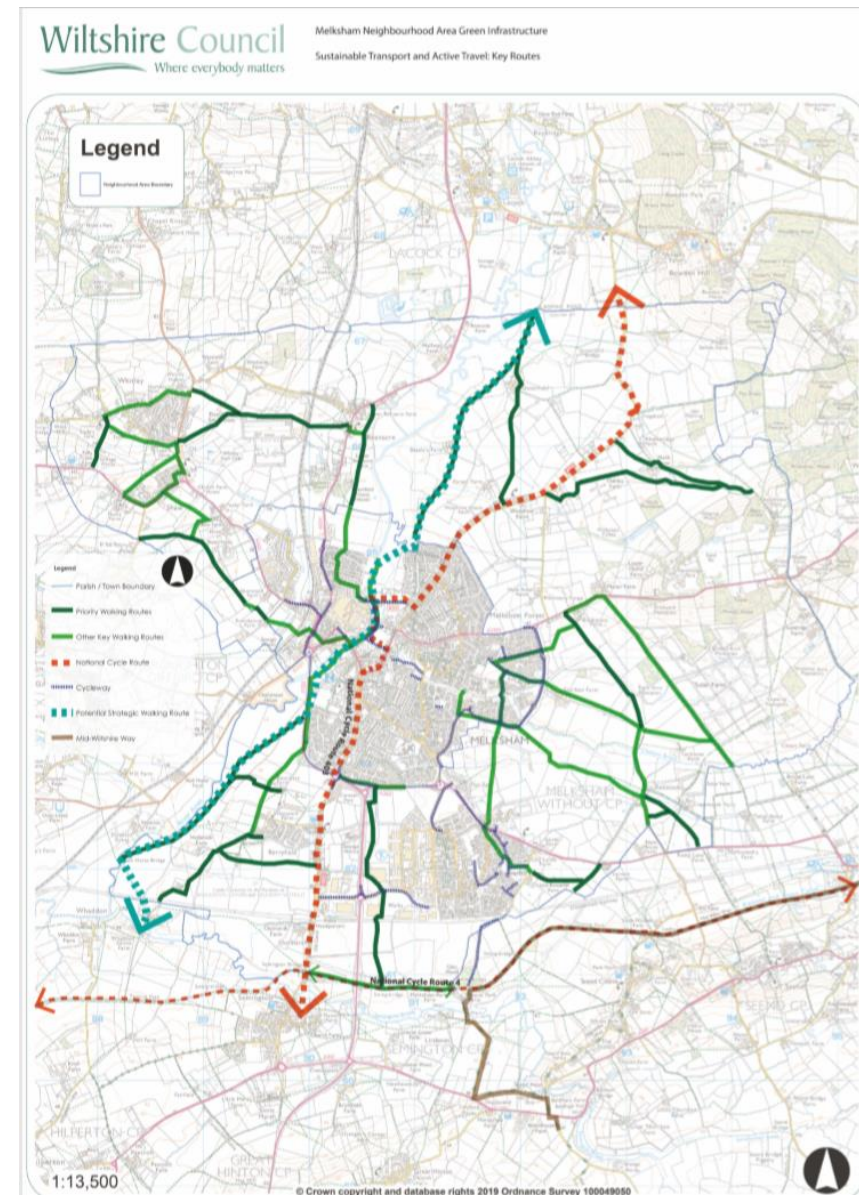
<https://www.wiltshire.gov.uk/highways-a350-melksham-bypass>

Integrating walking and cycling

The scheme objectives seek to enhance opportunities for local walking any cycling trips. This could be achieved through:

- **Incorporating a complementary package of walking and cycling improvements as part of the scheme.**
This would seek to lock in the benefits of traffic relief on the A350 and other routes, such as through the town centre. The extent of opportunity provided would be dependent upon the scheme option. For instance, full bypass options would provide greater levels of traffic relief.
- **Delivering new and / or enhanced walking and cycling provision in conjunction with any new highway corridor, where appropriate.**
- **Ensuring the design of any new highways infrastructure takes account of existing and proposed walking and cycling facilities.**
Where direct impacts are unavoidable, the scheme design would seek to provide alternative facilities of at least a comparable level of provision where practicable.

Key walking and cycling routes



Complementary walking any cycling measures

Three potential components have been identified:

A - People Friendly Town Centre

Improve access for people to the town centre, through walking/cycling improvements on King Street/Bank Street.

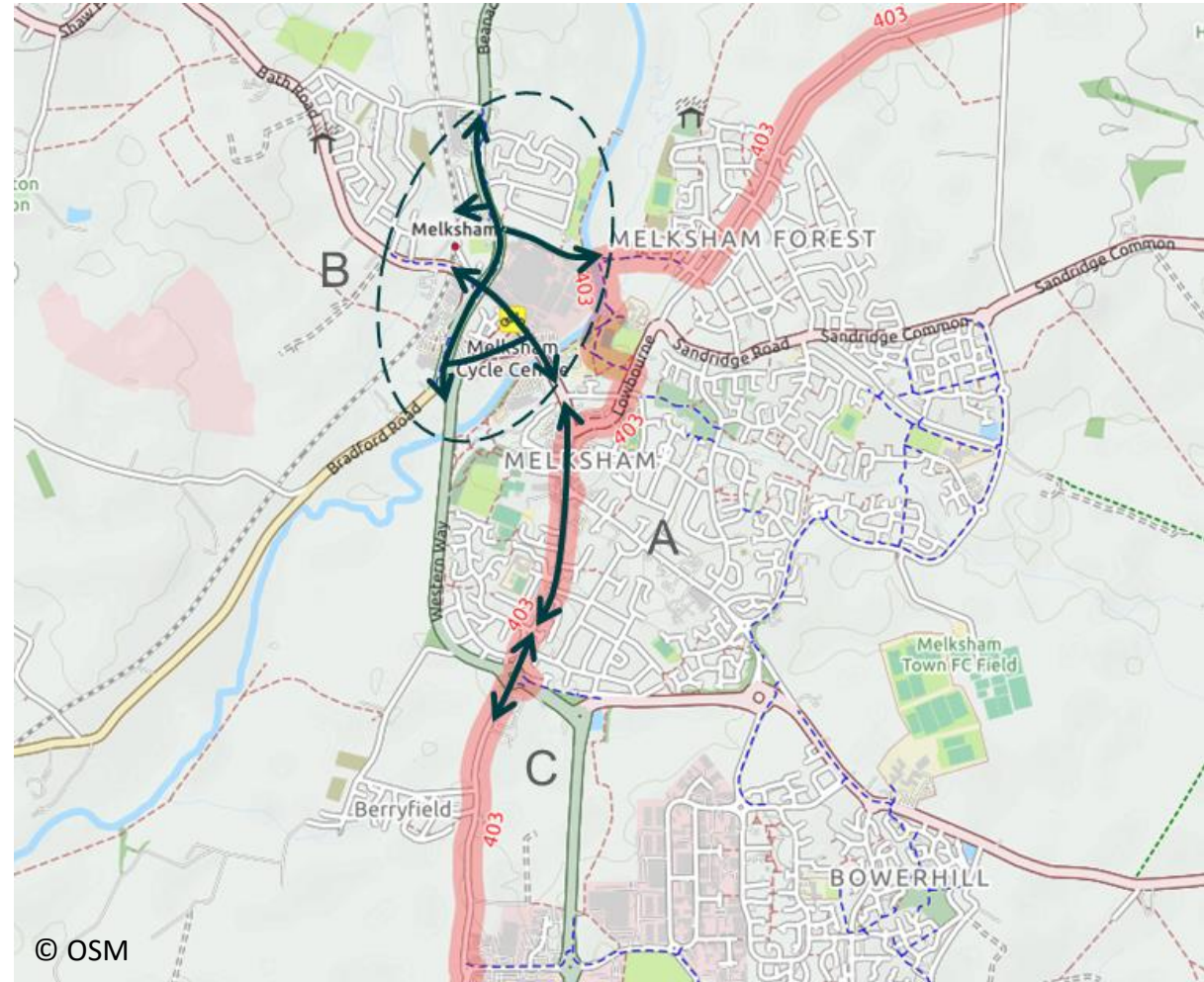
B - Better access to Melksham rail station

More direct links across the A350 between the station/ employment areas and the rest of the town

C - Southern connections

High quality crossing of the A350 at Semmington Road – completing a quality off-road to NCN403 to Trowbridge and Bradford-on-Avon

Potential components of complementary measures



Complementary walking any cycling measures

Indicative types of measures that could be considered include:

- Median strips / narrower traffic lanes
- Centre line removal
- Quiet links for pedestrians / cyclists
- Segregated cycle routes
- Continuous footways at side roads
- Gateway features
- Reduction in traffic speed limits
- Cycle parking

Measures would seek to be integrated with existing walking and cycling networks and to complement potential future plans and priorities for Melksham and the surrounding area.

Median strip (TfL)



Gateway feature (TfL)



Segregated cycle provision

20 mph zone



Please give us your views by 30 November

A wide range of potential options have been identified, which would all have different impacts and benefits. This consultation provides the opportunity to gather additional information on the scheme and its potential effects and help identify mitigation measures where required.

The views of organisations with specialist knowledge of the area will be particularly important in helping to refine the proposals.

It should be noted that the consultation is not a public 'vote' for the most popular route or option. A wide range of factors have to be taken into account in determining a preferred option.

There will be other formal consultation stages in the future, including at the planning application and in connection with the statutory orders, but it is considered that early consultation is a vital stage in developing major projects.

Your views will help us develop the scheme, and will be taken into account.



How to give your views



You can give your views by visiting the Wiltshire Council website at:

<https://www.wiltshire.gov.uk/highways-a350-melksham-bypass>



Or by emailing:

MajorHighwayProjects@Wiltshire.gov.uk



Or writing to:

Major Highway Projects,
Wiltshire Council,
Trowbridge,
Wiltshire
BA14 8JN

What happens next?

There are many factors to consider in connection with options appraisal, including emerging guidance on carbon impacts, ecology, public health and road safety, landscape, archaeology, employment and the economy, flood risk and drainage, cost and economic benefit.

The preferred option will need to demonstrate that the journey time savings, reduced vehicle operating costs, improved road safety and economic benefits justify the investment required to construct (and maintain) the scheme, whilst taking into account other factors, such as environmental impacts.

This consultation is non-statutory and will be used to develop the options further and to help identify a preferred option. Statutory consultations will take place as part of the next stage in the scheme development, when the scheme would be designed in detail and a planning application would be submitted. It is likely that statutory orders, including compulsory purchase orders, may be required, and the scheme could be the subject of a public inquiry.

This consultation provides the opportunity for the public, town and parish councils and other organisations to comment on the options and give their views at an early stage.



Indicative timeline

The outcome of this consultation and the options appraisal is expected to be reported to a meeting of Wiltshire Council's Cabinet next year in order to consider the adoption of a Preferred Option for the scheme, and the submission of an Outline Business Case (OBC) to the Department of Transport (DfT) for funding.

On the basis that the Outline Business Case is approved and that there is funding available for further development, the scheme would go through further detailed design and environmental assessment.

The scheme would require a planning application and all the related statutory processes would apply, including consultation and a full Environmental Impact Assessment.

A Full Business Case would then be submitted to central government for the final approval for funding. This typically follows planning consent.

It is currently anticipated that construction would commence in 2024, with scheme opening in 2027.

Oct '21

OBC submission to DfT
(approval to proceed)

Mar '22

Further design and
environmental assessment

Winter'22

Planning application

Spring '23

Full Business Case (approval
for funding)

Winter'23

DfT decision point

2024

Construction

2027

Scheme opening