

# A350 Melksham Bypass

## Second Public Consultation

Share your views 23 June to 8 August 2021



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# PART 1

Background and outcomes of the options assessment process

# Introducing the scheme

The A350 is one of the most important routes within Wiltshire. It connects several of Wiltshire's principal communities and we recognise its importance to the local economy. The section of the A350 through Melksham is one of the busiest major roads in the county. Every day it sees up to 35,000 vehicles travel along it, with around 3,000 being heavy goods vehicles (HGVs).

Given the high volume of traffic, the A350 through Melksham and Beanacre is of concern as it passes through residential areas, severs access to retail and the rail station, and crosses several busy junctions. It can also suffer from slow moving traffic as a result of various speed limits, capacity constraints, road conditions and layout, and access requirements for adjacent commercial and retail uses. Therefore, the local road network is susceptible to disruption.

It's long been a priority for us to improve connectivity from the north to the south via the A350 corridor, which includes road, rail, cycleway and footpath, and now funding has been received from the Department for Transport (DfT) to develop an Outline Business Case to improve the A350 corridor at Melksham. These improvements represent the scheme.

Further detail on the scheme can be found in our [first consultation information pack](#).

The A350 between the M4 and the south coast



# Primary transport objectives

Five transport objectives have been set for the final scheme. These were presented at the first consultation. They reflect the current and future problems and issues identified, supported by evidence, in relation to the A350 route at Melksham. The scheme will need to contribute positively towards each of the objectives.

1

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.

2

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.

3

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 will help reduce the impact of transport on the environment and support local economic activity.

4

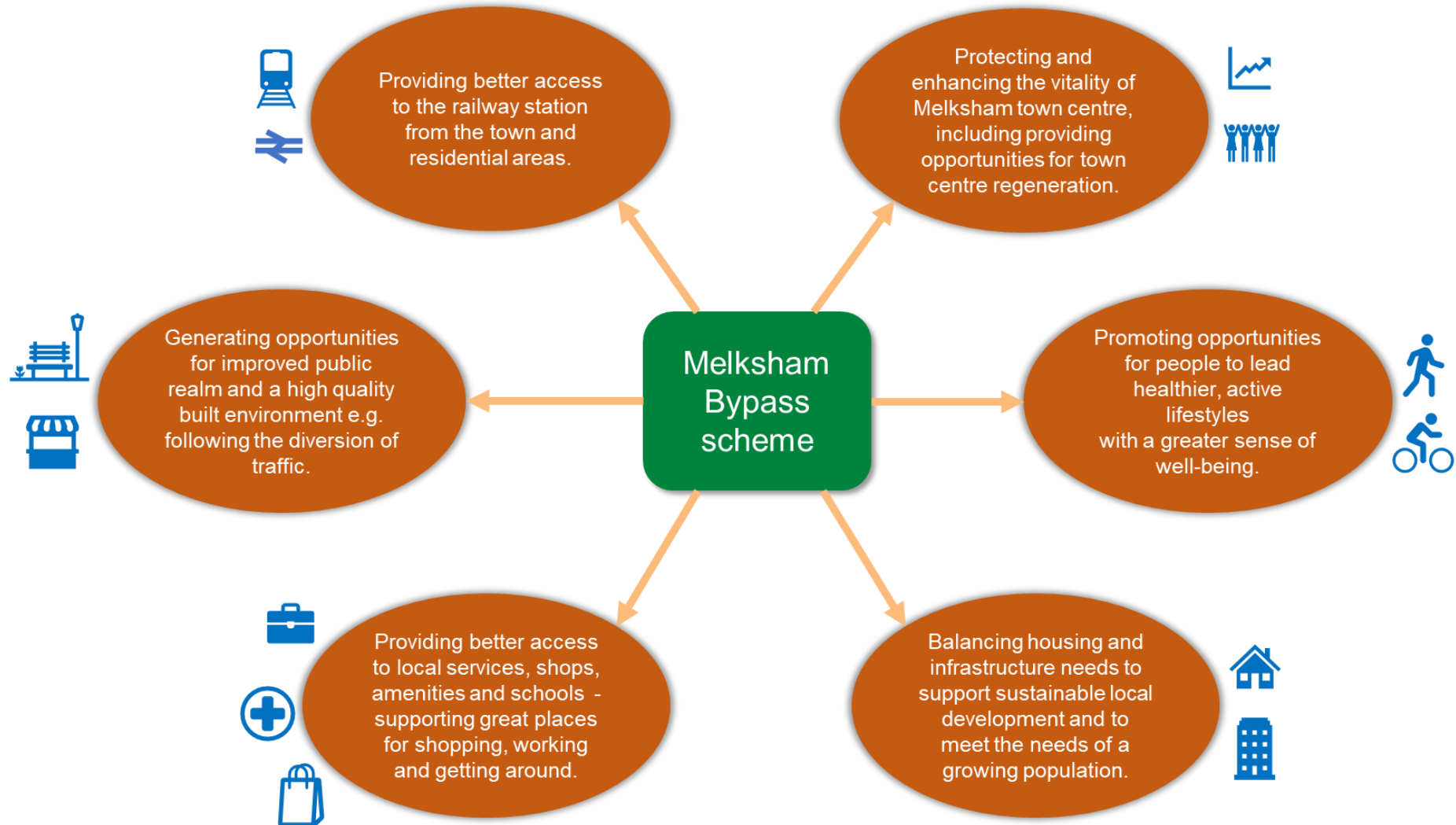
Reduce personal injury accident rates and severity for the A350 and Melksham as a whole, to make the corridor safer and more resilient.

5

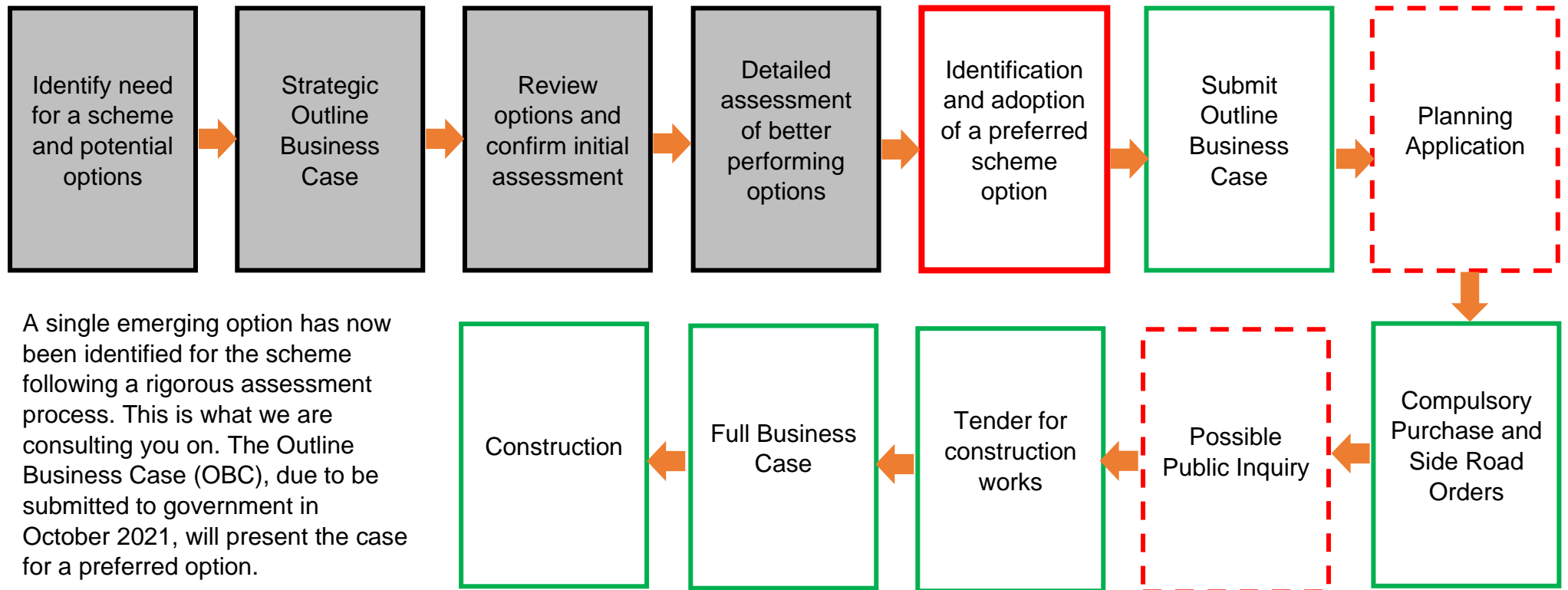
Reduce the volume of traffic, including HGVs, passing along the current A350 route in northern Melksham and Beanacre to reduce severance, whilst avoiding negative impacts on other existing or potential residential areas.

# Other local outcomes

In meeting the primary objectives, the scheme would also support other benefits for Melksham and the surrounding area:



# Scheme preparation process



A single emerging option has now been identified for the scheme following a rigorous assessment process. This is what we are consulting you on. The Outline Business Case (OBC), due to be submitted to government in October 2021, will present the case for a preferred option.

The identification of a single emerging option does not mean that all details of the proposal are fixed. Detailed design and refinement of the scheme would take place, subject to the approval of the OBC, and there are a number of further steps required before implementation.



Completed



Current stage of consultation



Other prospective key stages of stakeholder involvement



Other stages to be completed

# What we've already consulted on and what you told us

In November 2020, we held a non-statutory public consultation to gather feedback on our longlist of options for the scheme. The consultation was held between 4 November 2020 and 17 January 2021 and due to Covid-19 it happened mainly online. The Council received 1,018 online responses and over 175 letter and email submissions. As this was the first consultation on the potential options for the scheme, it was considered important that the widest range of options should be consulted on, even though the emerging assessment work indicated that some were going to be more successful than others at meeting the transport objectives.

Nearly 60 per cent of those who responded to the first consultation supported the need for improvements to the A350 at Beanacre and Melksham and nearly 70 per cent wanted to see more facilities for walking and cycling within Melksham. The top three reasons for those not in support of improvements to the A350 were:

1. The adverse effect on the land and countryside (27%)
2. The existing road works well (16.5%)
3. The high cost of the scheme (12%)

**Of the bypass options presented, the strongest preference was for options to the east of Melksham. Options bypassing the whole of the town also had greater support than shorter, or partial bypass options.**

For full details on the feedback provided, please see our [consultation report](#) and [appendices](#).

The image shows two pages from a report. The top page is the cover, titled 'Proposed A350 Melksham Bypass Public consultation report', with a green and white design and a graphic of a road curving through a landscape. The bottom page is a content page titled 'Option 10c' and includes a photograph of a street scene in Melksham, a map of the bypass route, and a table of assessment criteria. The table lists various factors such as design speed, design area, and assessment scores for different categories like 'A350 accident impacts' and 'A350 noise'.



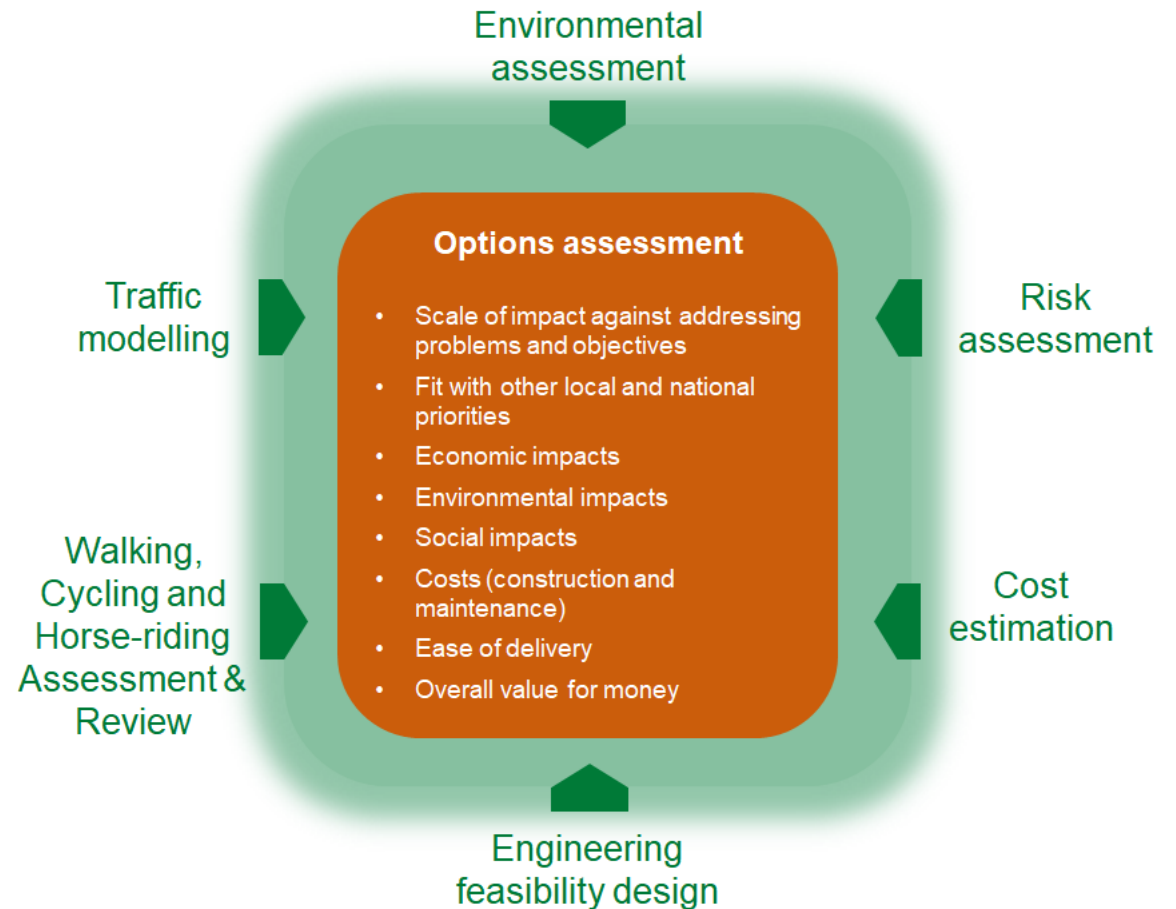
# Further options assessment work undertaken

Full details of the longlist of options can be found in the [first Melksham Bypass Consultation Information Pack](#). At the longlist option stage, all highways options were defined as indicative corridors with a representative route alignment used for assessment purposes.

Since the first consultation, further assessment work has been carried out in line with government guidance. This is a staged process and at each stage we've progressively applied more detailed evidence and analysis to inform decision making. This has included: traffic modelling; design work; costing; risk assessment; environmental assessment (informed by initial ecological surveys); and a Walking, Cycling and Horse-riding Assessment & Review (available on the [Project webpage](#)).

Options have been assessed against criteria specified by government guidance. This includes: how well options support the objectives and other local and national priorities; economic impacts; environmental impacts; social impacts; deliverability; and overall value for money (the scale of the expected benefits against the estimated cost).

**Pages 10 to 12 provide key information on the process that has been undertaken. More details can be found in our Options Assessment Report (available on the [Project webpage](#)), which provides full technical documentation of the work undertaken.**



# Key outcomes from the options assessment

Alongside your feedback, we've been able to identify an emerging option.

Our assessment work narrowed the longlist of options down to two:

- Option 10c – a full bypass to the east of Melksham, with a southern connection to the A350 north of Littleton Roundabout.
- Option 10a – a shorter, partial bypass to the east of Melksham connecting into the existing Eastern Way (at the A3102).

A summary of the reasons for not taking forward other options is provided in Appendix A.

Options 10a and 10c were then looked at in more detail, including development of the indicative corridors into specific alternative route options.

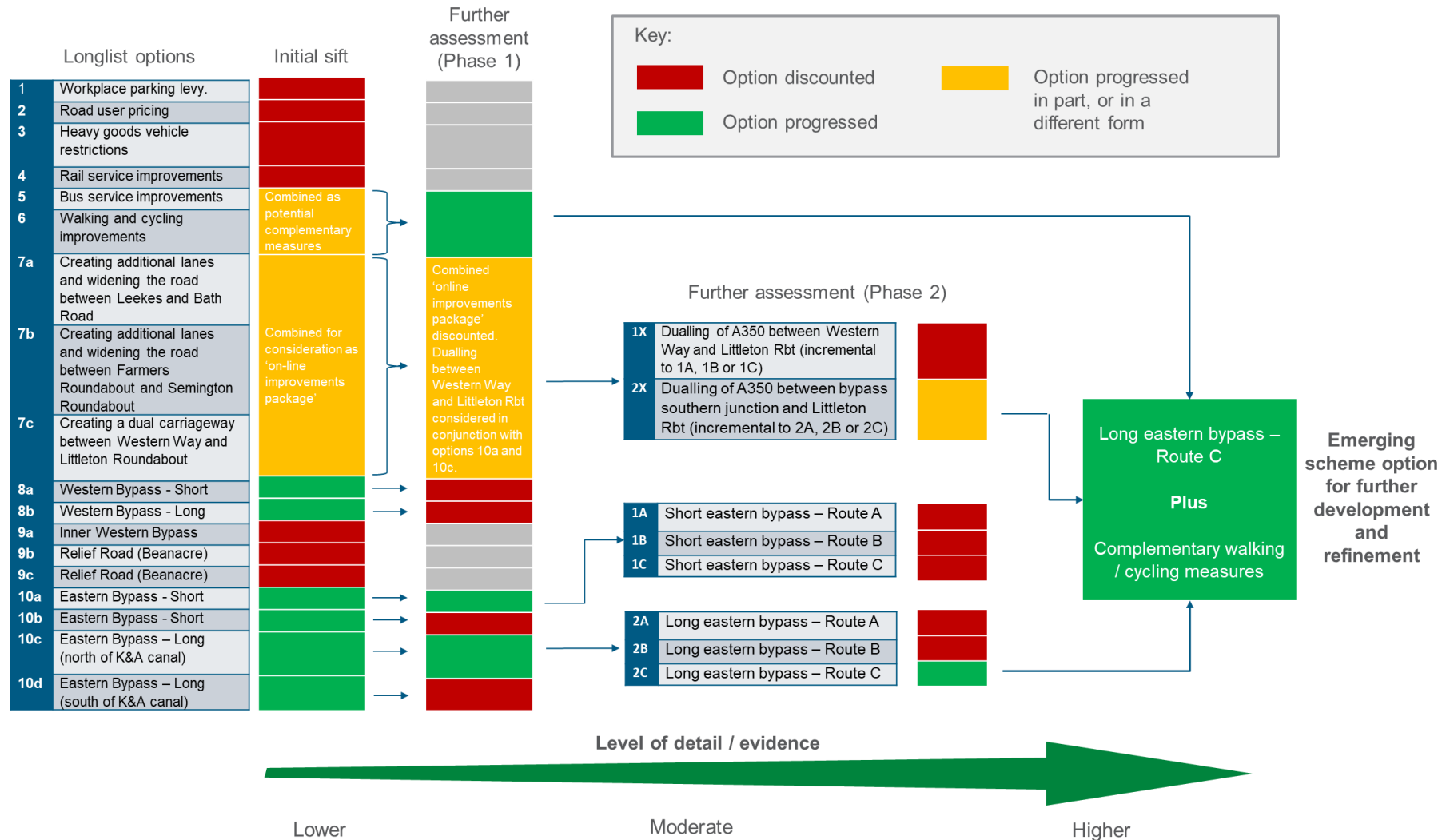
The assessment concluded that a full eastern bypass (based upon Option 10c) was the most preferable option to progress, as:

- It provides the best balance overall in terms of the expected traffic benefits and contribution across all scheme objectives, the scheme cost, environmental impact and deliverability.
- It provides a good level of flexibility in terms of the specific route for the road, meaning that there are improved opportunities for future-proofing and avoidance of key constraints.
- It is likely to provide a higher overall value for money compared to other options, which is a key consideration in relation to the business case presented to central government.

The assessment also recommended that a package of walking and cycling measures should be considered to complement the bypass scheme.

# Options sifting and assessment at a glance

The below diagram shows which options were progressed at each stage of the assessment process. We've included the reasons why options haven't been taken forward in Appendix A.

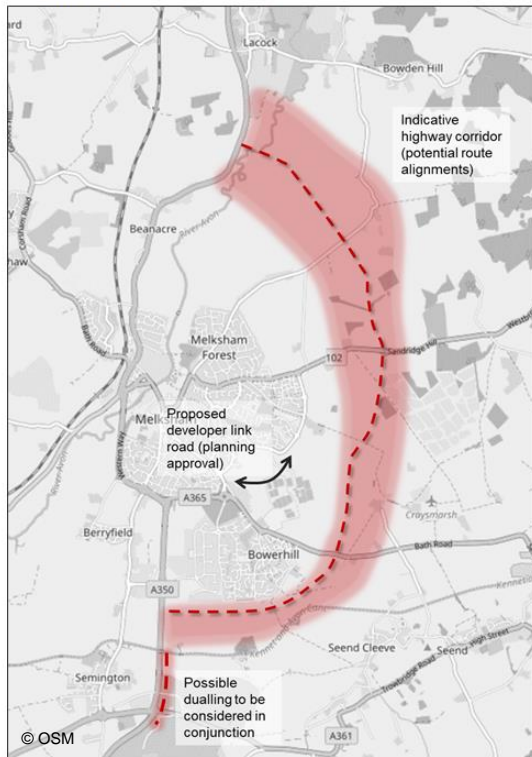


# Development of the emerging option

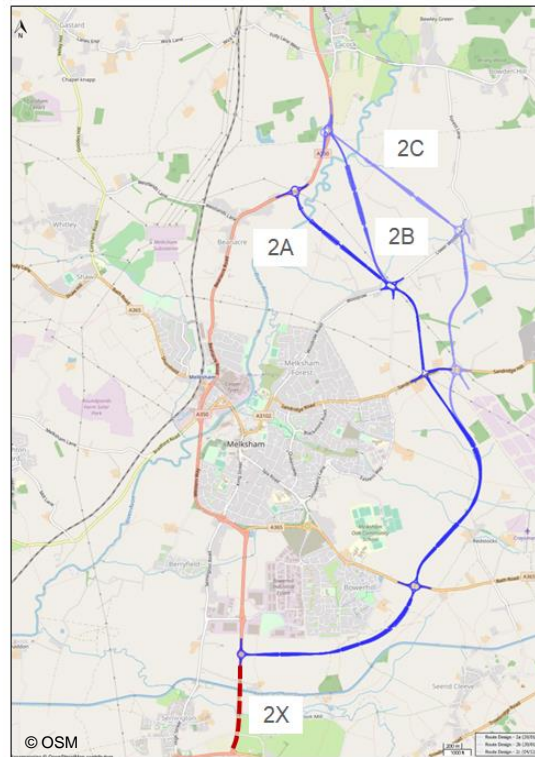
Three possible alternative routes at the northern half of Option 10c were developed and named 2A, 2B and 2C. Our assessment process found there could also be a case for dualling the short section of the A350 south of the bypass to Littleton Roundabout (with junction improvements) in combination with the bypass. This potential additional component is referred to as Option 2X.

Based on further assessment (including traffic modelling, environmental assessment and feasibility design), Option 2C was identified as the most suitable, taking into account factors such as deliverability, risk, acceptability, and cost. Option 2C results in less direct impact on properties around Lower Woodrow Road / New Road and the A3102. It also offers more flexibility as the route is less constrained, meaning there is greater scope to accommodate potential environmental mitigation measures as well as allowing for potential dualling in the future.

Longlist Option 10c – indicative corridor / route



Options 2A, 2B, 2C, 2X



## Refinement of Option 2C

Some further design refinement was carried out on Option 2C to arrive at the emerging option. This included:

- Relocating the northern A350 junction slightly further north, which assists with mitigating impacts on the Roman Road that runs east-west at this location.
- Removing the junction of the bypass with Lower Woodrow Road and diverting the existing road northwards over the bypass.

A package of walking and cycling improvements is also being considered in conjunction with the potential bypass.

**The resulting proposal is the subject of the current consultation and is presented in Part 2 of this document.**

# PART 2

Our emerging option for the Melksham Bypass scheme

# Second consultation - feedback on the emerging option (full eastern bypass)

We have identified an emerging option for a full eastern bypass, supported by complementary walking and cycling measures. We'd like to get your thoughts. We are holding our second non-statutory consultation between 23 June 2021 and 8 August 2021.

The consultation aims to:

- engage with stakeholders affected by or interested in the scheme
- engage with potentially affected landowners
- 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 emerging option identified including walking, cycling and horse-riding measures
- understand stakeholder concerns, issues and suggestions
- receive feedback on the emerging option to allow us to develop the scheme further
- prepare for the statutory consultation phases.

Part 1 of this document explains how we arrived at the emerging option. In the following sections we provide details of the current proposed design.



# The emerging option (continued)

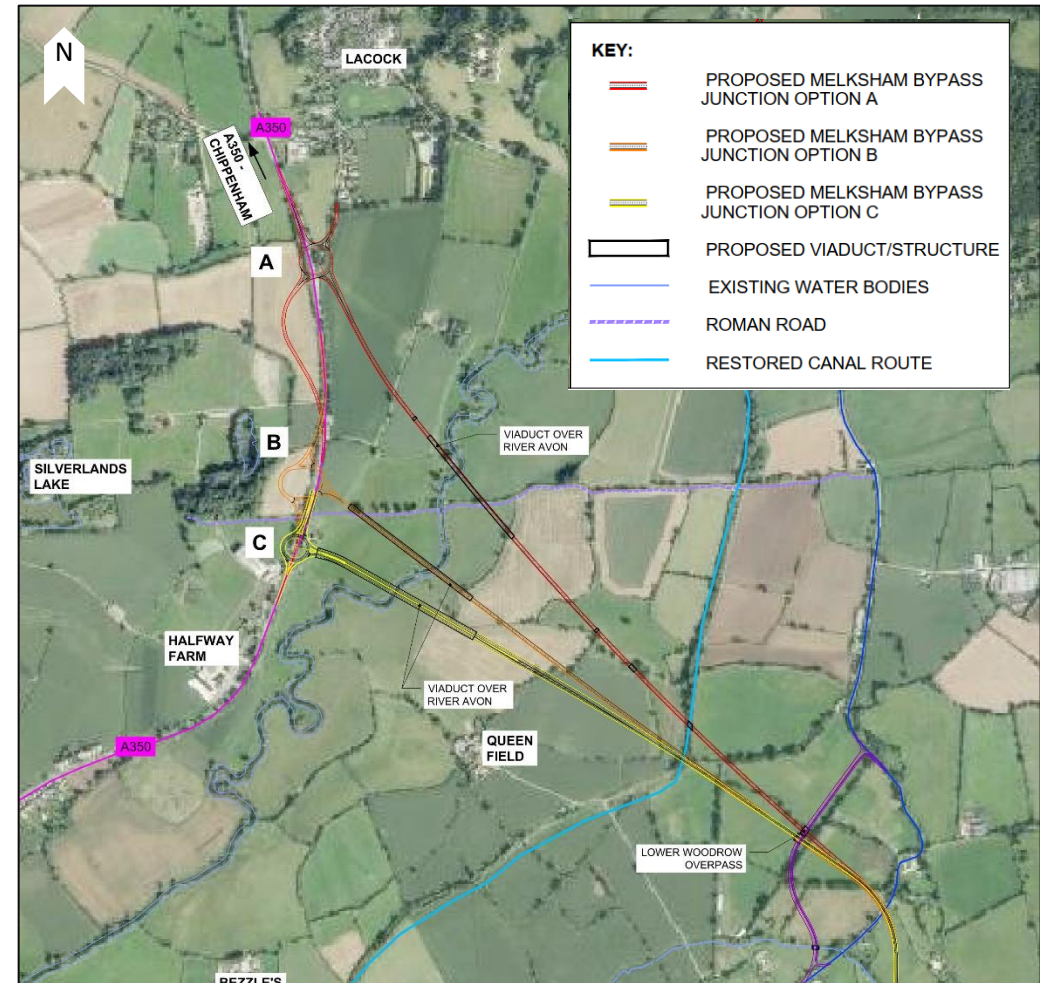
## Potential alternative connections with the A350 (north)

The emerging option proposes a connection between the bypass and the existing A350 at the northern end. This is via an upgrade to the existing junction with Melksham Road (at Lacock) to form a roundabout. On the approach to the roundabout, the bypass route would cross the River Avon (and its flood zone) and the archaeological Roman Road on a viaduct, thus minimising the impacts on these features. Alternative access to / from the existing water treatment plant would be provided.

Stakeholders impacted by this route will continue to be consulted, and should the new route prove unfeasible, we've identified two potential alternative alignments which would connect to the A350 slightly further south (see diagram). If necessary, these alternative alignments would be subject to further investigation to confirm their feasibility. This includes considering the:

- impact on the Roman Road archaeological feature
- impact on the River Avon flood zone
- impact on properties
- proximity to the existing A350 / Melksham Road junction as there is insufficient room for two separate "T" junctions
- impact on the water treatment plant and access to it
- visual impact.

Potential alternative connections to the A350 (northern end)



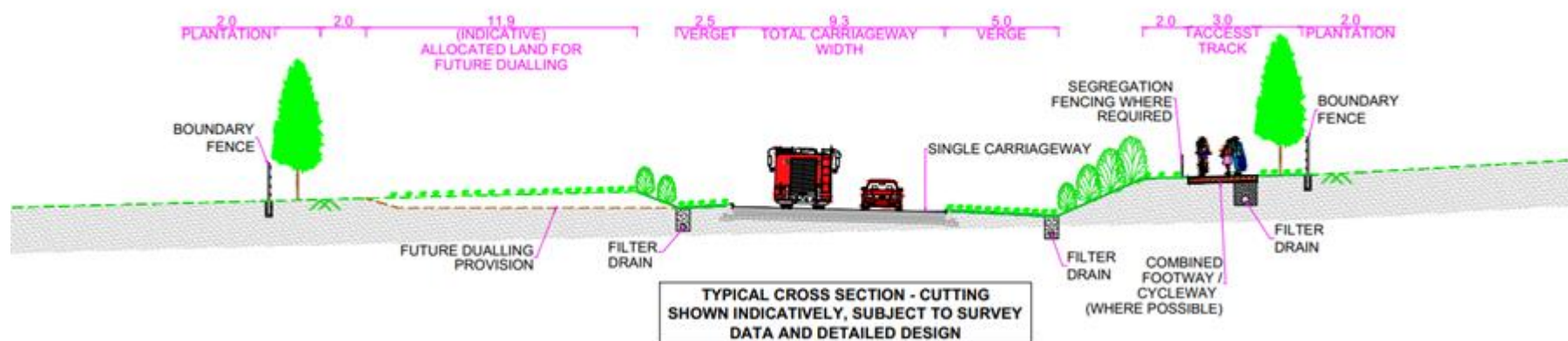
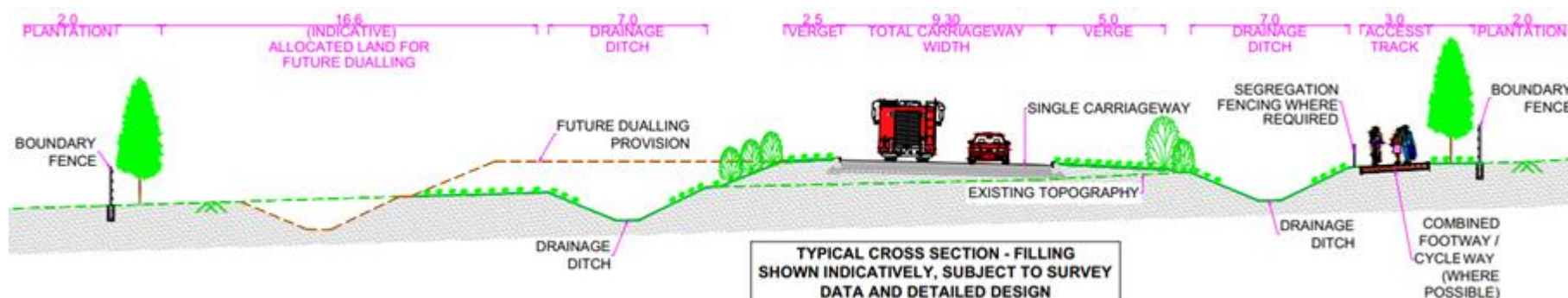


# Emerging option – typical cross-section

Based on the emerging design, we've developed typical cross-section profiles of the bypass route to illustrate how the bypass corridor might look. The profile will change depending on whether the bypass is raised or cut into the existing landscape. The maximum total corridor width is around 100 metres, and this includes provision for potential future dualling of the route.

The carriageway itself is 9.3 metres wide including hard-strips, with drainage features and verges on either side, as required. Provision would be made for a potential footway / cycleway adjacent to some sections of the bypass route, where possible.

Bypass typical cross-section (view looking north). Shown indicatively.



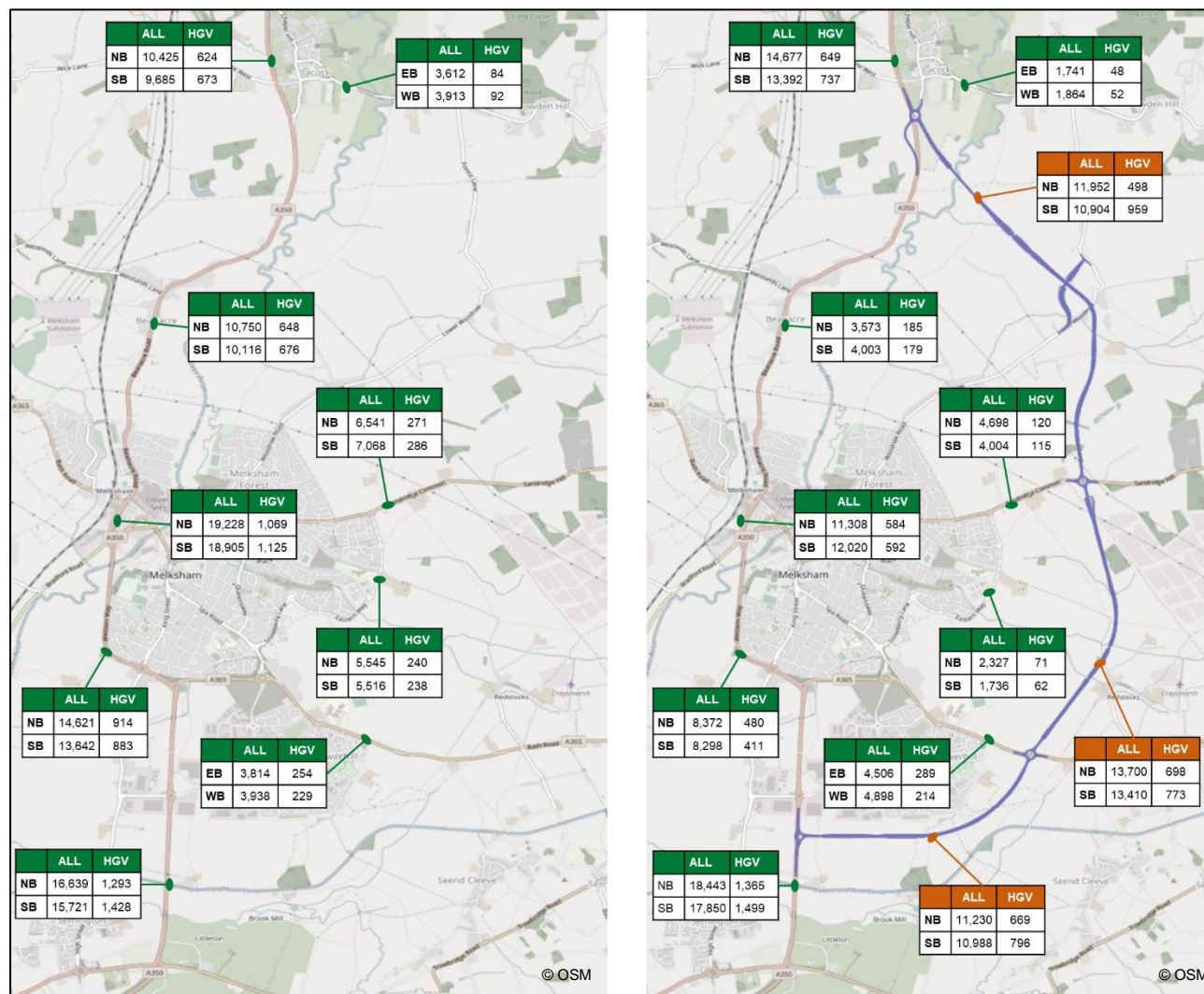
# Emerging option – traffic flow impacts

Traffic modelling has been used to assess the likely impacts of the emerging option.

With the scheme in place, based on forecasts for the year 2036 (with current planned development), it is predicted that:

- The bypass would carry up to around 27,000 vehicles per day, with around 6% of these being HGVs.
- Traffic volumes on the existing A350 around Melksham would reduce by around 12,000 to 15,000 vehicles per day (depending upon the specific section) - this is equivalent to a reduction of between 40% (e.g. north of Farmers Roundabout) to 70% (e.g. at Beanacre).
- Traffic volumes would also reduce by around 70% on Eastern Way.
- Other routes within the central town area would experience smaller scale reductions in traffic.
- The bypass could reduce some instances of ‘rat-running’, such as via Lower Woodrow Road / Forest Lane / Lacock.
- The bypass would attract some additional traffic from the surrounding network to the A350 route – e.g. around 4,000 additional vehicles per day to the south of the bypass, and around 8,000 additional vehicles per day to the north of the bypass.

Predicted Annual Average Daily Traffic Flow for 2036 (all vehicles and HGV only) by direction, without the bypass (left) and with the bypass (right)

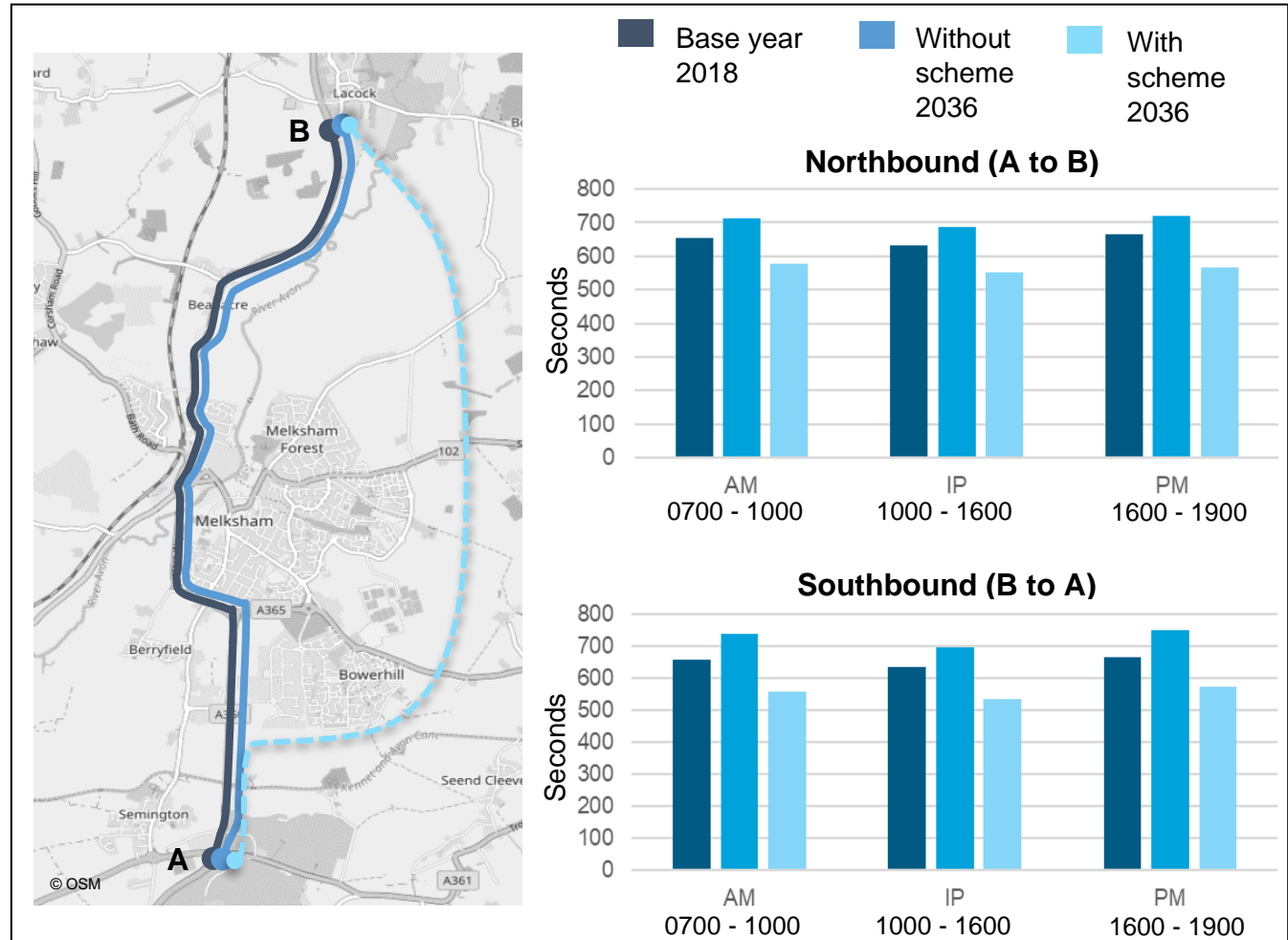


# Emerging option – journey time impacts

Traffic modelling has also been used to assess the predicted journey time savings from the Melksham Bypass scheme:

- Without the bypass, north-south journey times on the A350 around Melksham are predicted to increase by approximately one minute by 2036 (around a 10% increase), linked to traffic growth.
- In 2036, the bypass is predicted to give a two to three-minute journey time saving per vehicle for north-south movements compared to not having a bypass. This is a reduction of 20% to 25%. Savings are expected throughout the day.
- With the bypass, local traffic using the existing A350 e.g. those travelling to/from Melksham, are also expected to experience journey time savings.
- Journey times savings are also predicted for other movements - in particular, journey times between A350 south and Calne are predicted to reduce by around 20%.

Predicted changes in journey time with and without the Melksham bypass



Note - time periods reflect an average hour within that period, which is the typical approach for the business case. Peak hour impacts may differ.

# Provision for pedestrians, cyclists and horse-riders

The scheme's objectives seek to enhance opportunities for local walking and cycling trips.

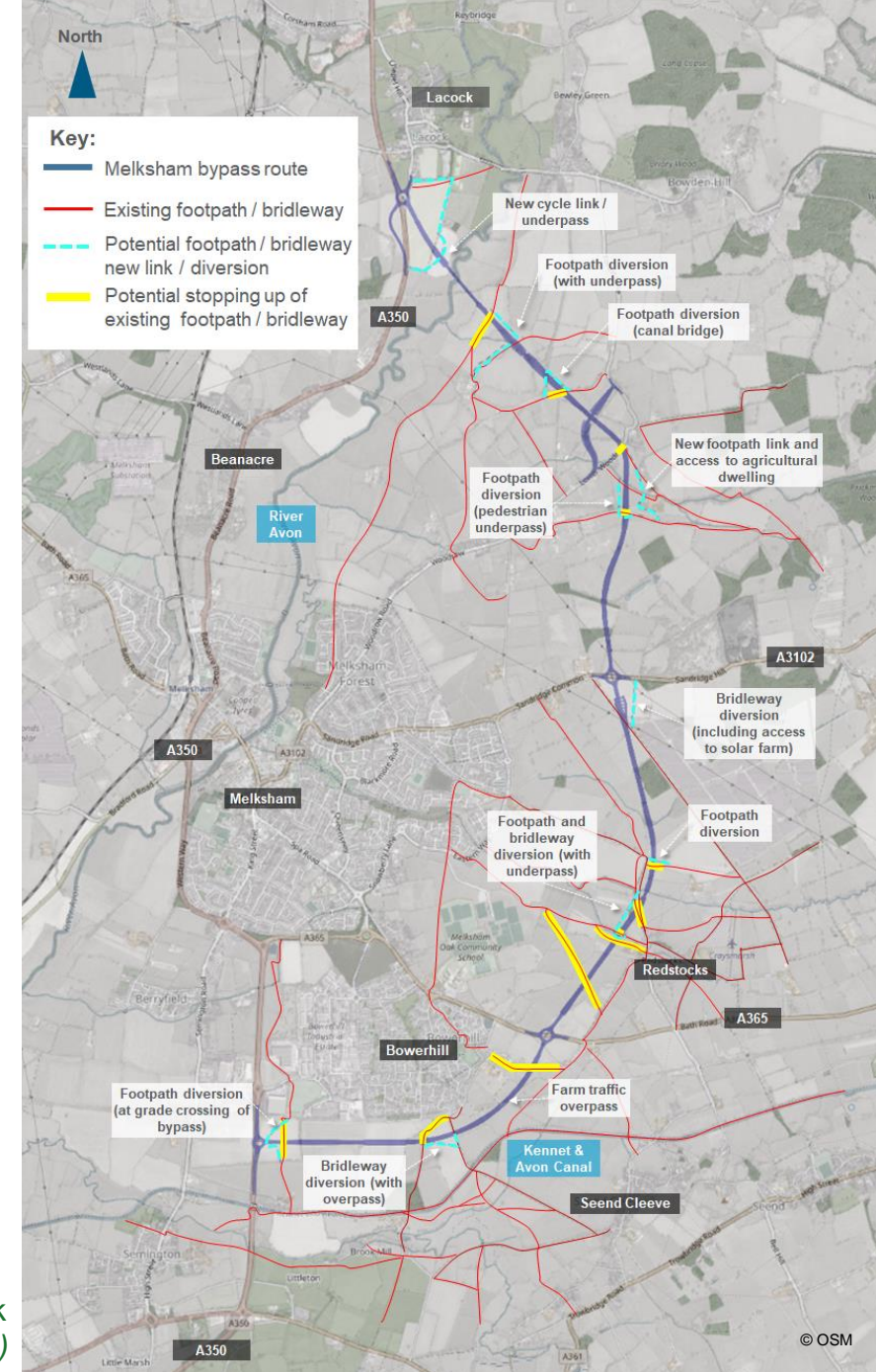
The proposed design of the bypass route includes provision for potential sections of combined footway / cycleway parallel to the new road (see page 17). This would be connected to existing footpaths and bridleways, creating more opportunities for residents to access and enjoy the local countryside.

We have undertaken an initial Walking, Cycling and Horse-riding Assessment & Review which, along with feedback from the first consultation, has helped to inform the design of the bypass route. The proposed design takes account of existing Public Rights of Way (PRoW) and other facilities currently used by pedestrians, cyclists and horse-riders. Where direct impacts are unavoidable, we are seeking to provide alternative facilities, with betterment where possible. PRoW connections across the bypass route are predominantly designed with the bypass passing over the PRoW.

The design of the new junctions on the bypass route also seeks to ensure safe provisions for pedestrians, cyclists and horse-riders (where appropriate), such as through crossing facilities and the use of signal controls.

Feedback from this consultation will be used to further review and refine the proposals as part of the next stage of the design process.

Potential alterations to the Public Rights of Way network  
(main PRoW routes in the vicinity of the scheme illustrated only)



# Complementary walking and cycling measures

We're also considering a potential package of walking and cycling improvements on and around the A350 and the town centre to complement the bypass scheme. This could help to lock in the benefits from the bypass for traffic relief on the A350 and other routes and create a better-connected walking and cycling network for Melksham.

We are exploring three main components:

## A – Pedestrian-Friendly Town Centre

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

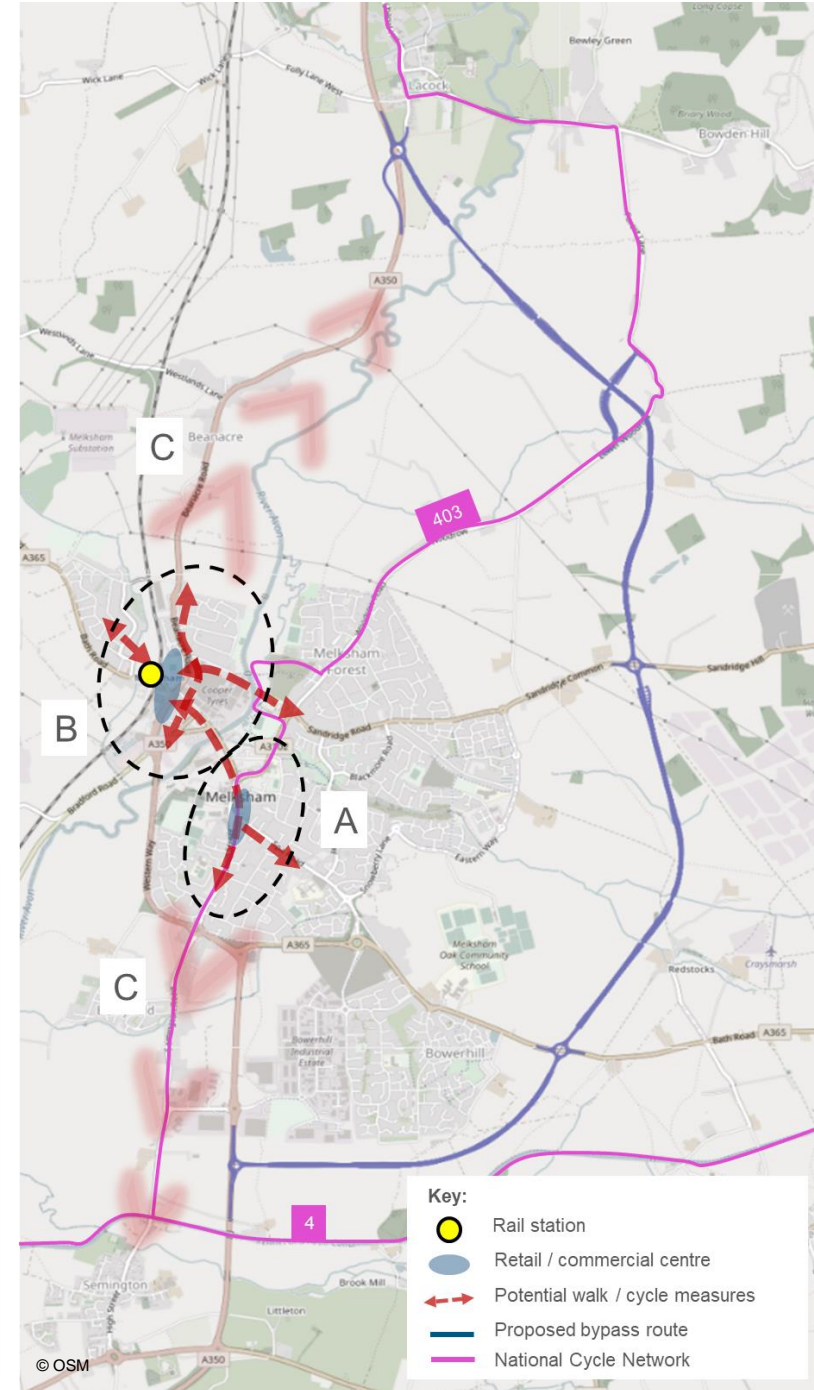
## B – Better access to Melksham rail station

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

## C – Northern / southern connections

Potential improved routes heading north towards Lacock and south towards Semington, Trowbridge and Bradford-on-Avon, via the National Cycle Network route 403.

- Making use of existing walking and cycling connections in Melksham
- Creating a cohesive walking and cycling network
- Reducing pedestrian and cyclist casualties
- Creating more opportunities for active travel

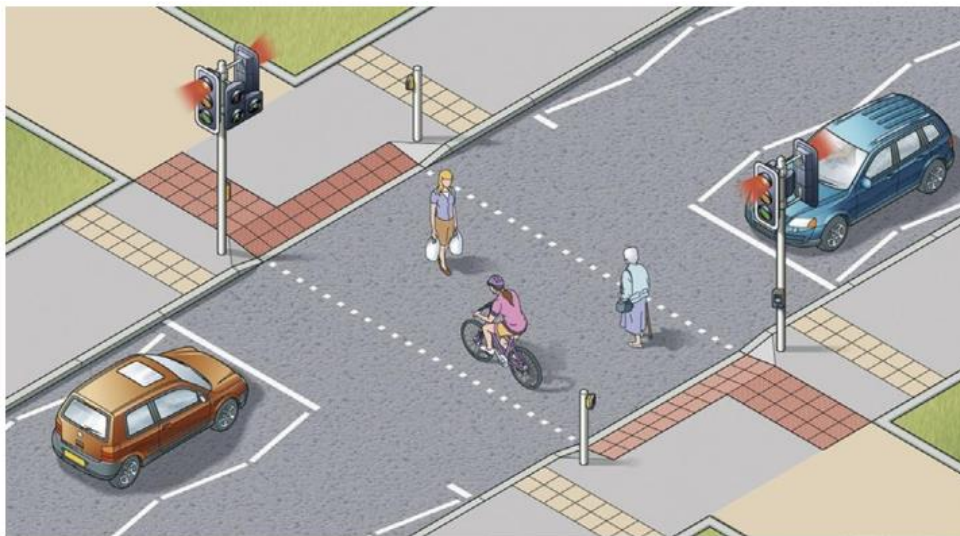


# Complementary walking and cycling measures

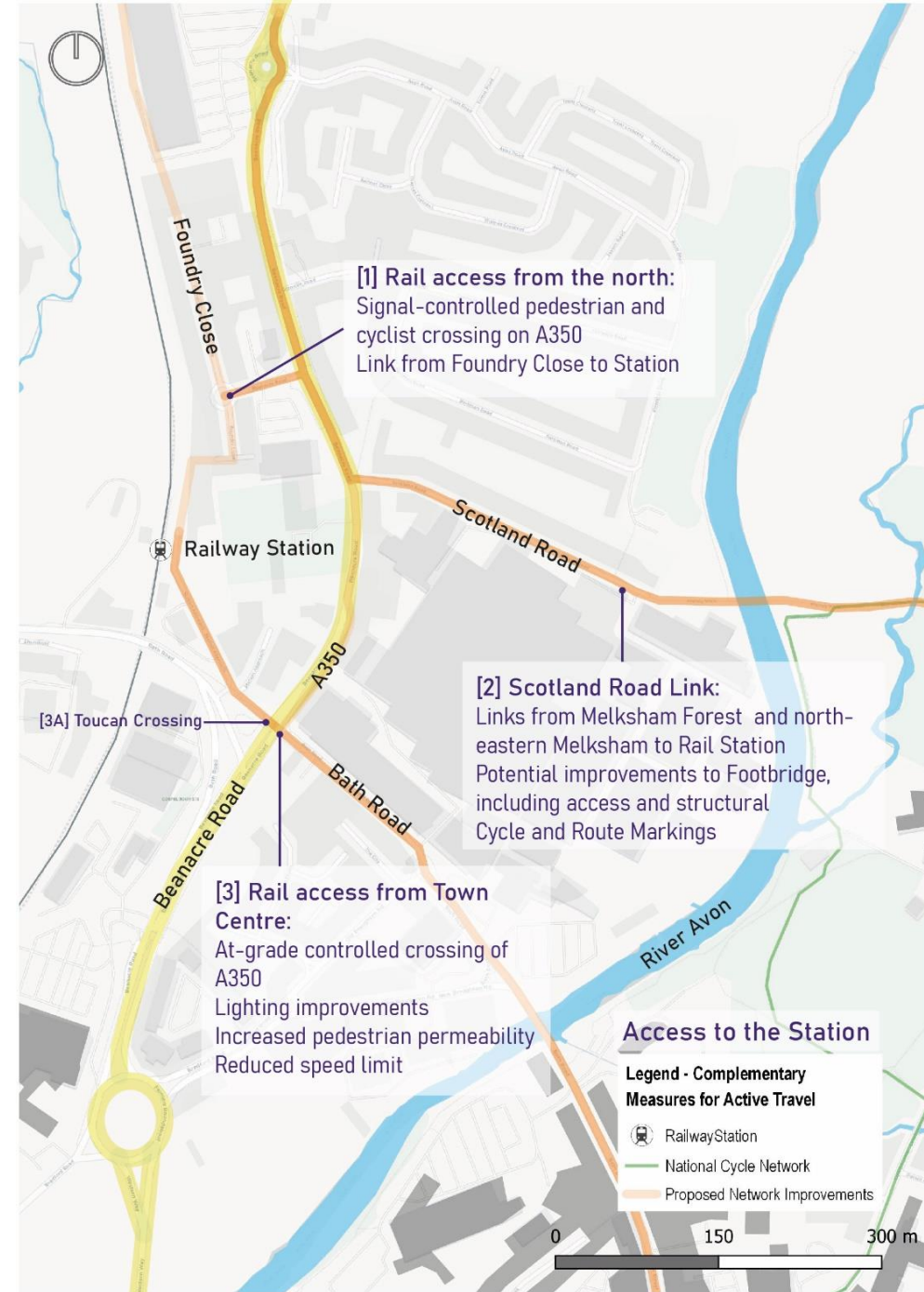
## Access to Melksham Rail Station

Potential measures in relation to improving access to the rail station include:

1. Signalised crossing and integration with any future station link from Foundry Close.
2. Quiet link via Scotland Road, providing direct access from Melksham Forest and the northern end of the Town.
3. At-grade controlled crossing of A350 at Bath Road.



Toucan crossing proposed for location 3A (map, right)



# Complementary walking and cycling measures

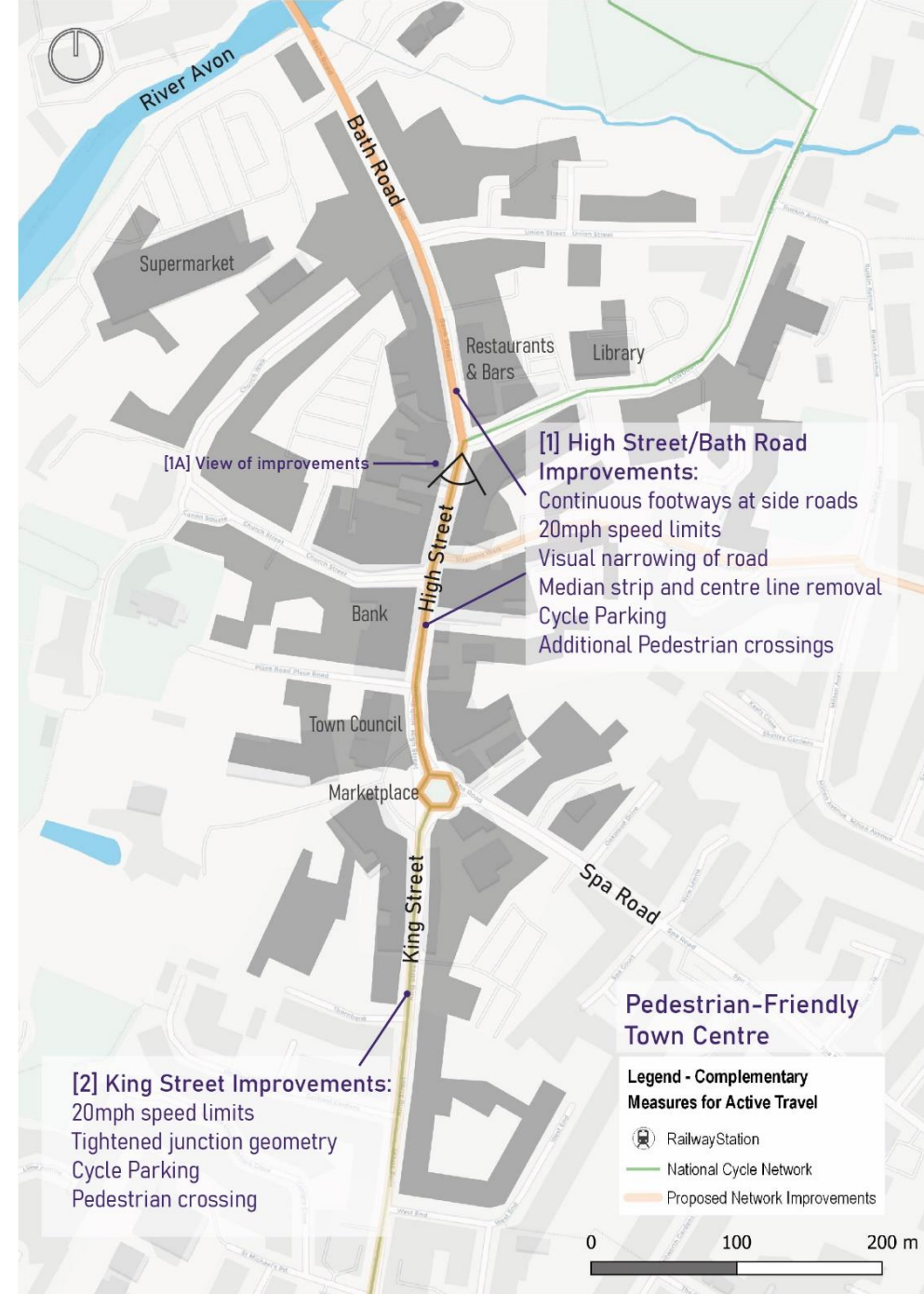
## Pedestrian-Friendly Town Centre

Potential measures within the town centre area include:

1. Continuous footways at side roads along Bath Road and High Street, 20mph speed limits and visual narrowing of carriageway, cycle parking at key destinations, and three additional pedestrian crossing points.
2. Tightened junction geometries along King Street to support speed reduction, improved pedestrian crossing provision at roundabout, and additional cycle parking.



View of Melksham High Street, 1A in the map



# Environmental considerations

Environmental factors are integral to developing the scheme. We've carried out initial environmental and ecological surveys which have identified key constraints in the area. These have influenced the design to minimise impacts on: landscape and views; wildlife and ecology; trees, vegetation and woodland; noise; air quality; water courses; and historic buildings and archaeology.

Details of the initial environmental assessment that informed the option selection process can be found in the Options Assessment Report (available on the [Project webpage](#)). A full Preliminary Environmental Assessment in relation to the emerging option is ongoing. The scheme will be subject to a full Environmental Impact Assessment as part of the planning application process. Throughout the development of the scheme, we'll be carrying out more extensive surveys and field work and consulting with environmental bodies.

Whilst some environmental impact will be unavoidable, we'll always look to implement appropriate mitigation measures as well as seeking opportunities to enhance the environment.

It is important that we consider the full range of potential environmental impacts, and also how impacts (beneficial and / or adverse) might vary between different locations. Detailed technical assessments, such as noise and air quality modelling, will provide the necessary evidence to consider the overall impact of the scheme.

*Source: Draft Joint  
Melksham Neighbourhood  
Plan*



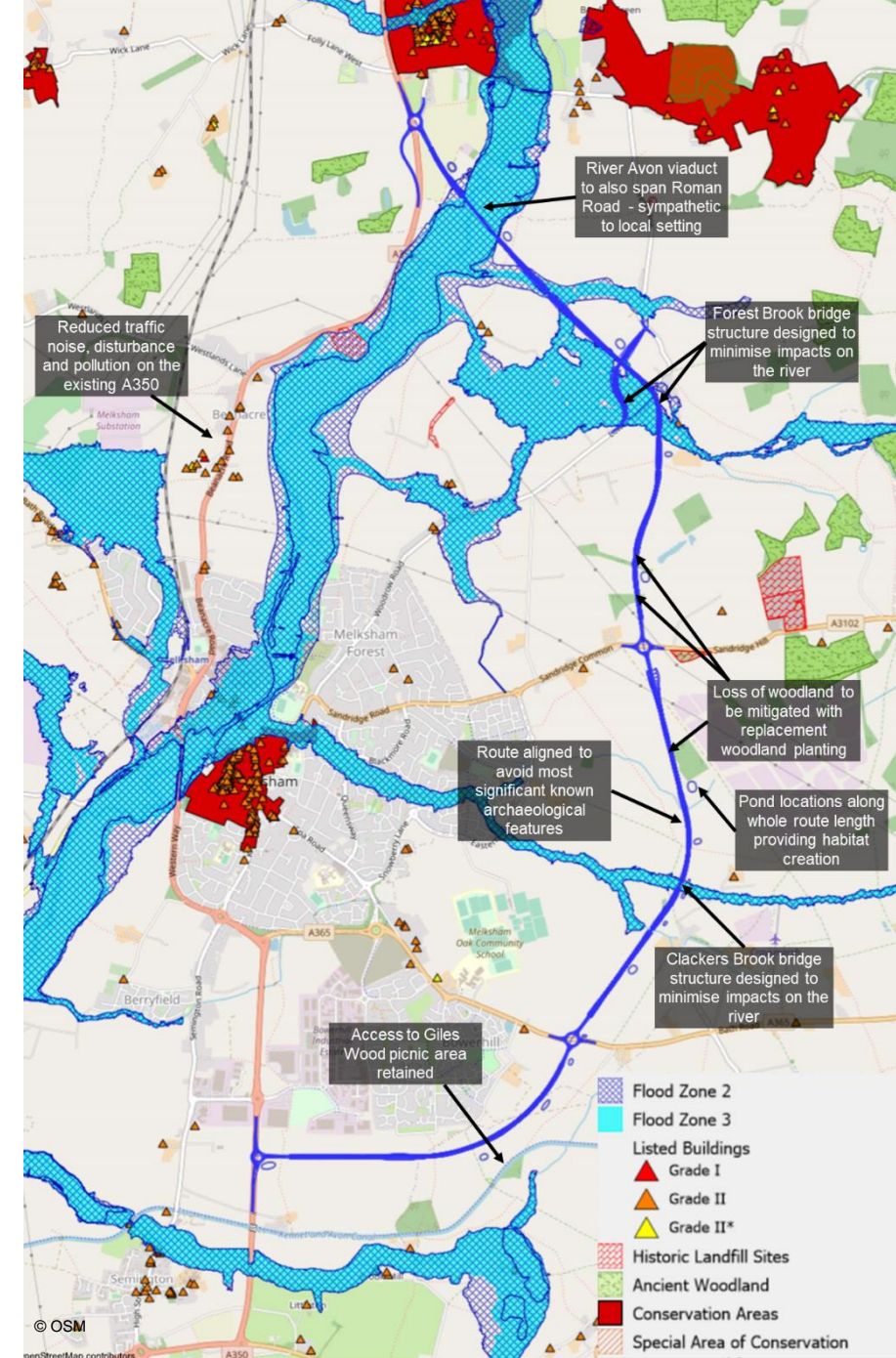
**Bridge across the River Avon**



# Responding to environmental factors

Based on the environmental assessments undertaken to date, a summary of key considerations and mitigation measures have been provided below.

- To reduce the visual impact of the new road, screening vegetation and hedgerows are proposed along the route.
- Habitat creation such as ponds will be provided along the route to mitigate the loss and severance of various habitats.
- Surveys will be carried out to understand the extent of archaeological remains in the area, which will be used to inform a mitigation strategy.
- Land take will be kept to a minimum as far as possible to reduce impacts on agricultural land and businesses.
- Temporary diversions will be provided to minimise disruption and severance to PRow routes during construction.
- A ground investigation will be undertaken to check the general contaminative status of the area along the route and target identified potential contamination sources.
- Installation of barriers and/or surfacing measures may be required to reduce increases in noise at some properties near the new road.
- We'll ensure we minimise the quantities of materials excavated and maximise materials re-used within the scheme to minimise impacts on materials and waste.
- The scheme will be designed to accommodate changes in flood levels from future climate change.
- The use of low-carbon alternative materials, sourcing local materials and low-carbon construction plant will help reduce greenhouse gas emissions during the construction, operation and maintenance of the new road.



# Next steps

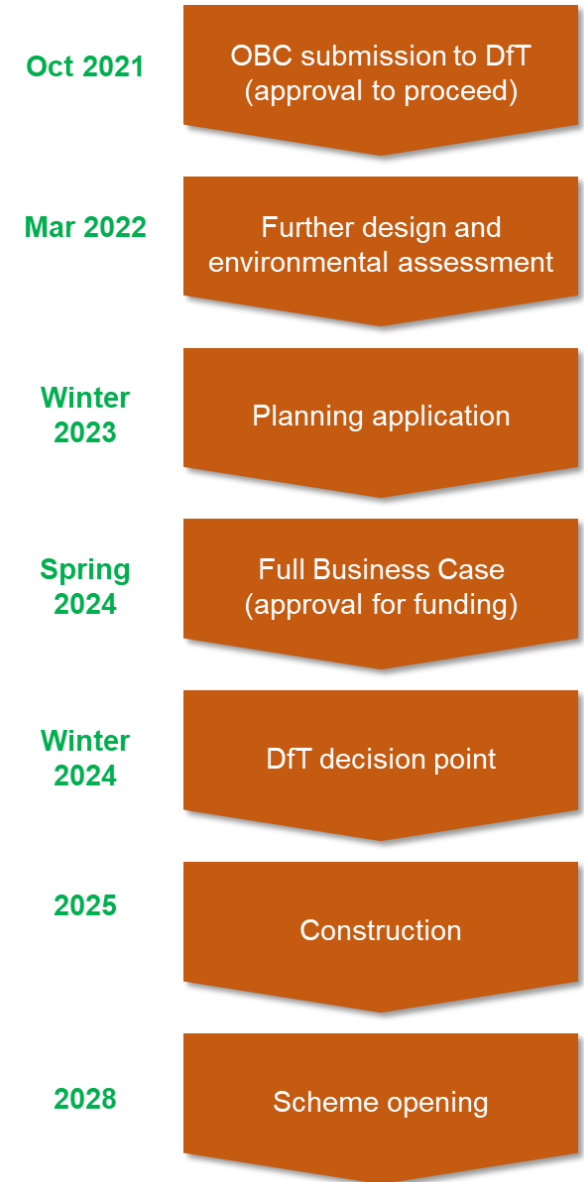
Following the non-statutory consultation period, a consultation report will be produced and made available on the [Council's website](#). The emerging option will continue to be developed, with consultation feedback in mind. The Outline Business Case is then due to be submitted to the Department for Transport in October 2021.

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 (supported by full environmental and ecological surveys).

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 2025, with scheme opening in 2028.

## Indicative timeline



# How to give your views

Feedback is being sought on the emerging route option for the A350 Melksham Bypass, and the alternative connections at the northern end. The consultation period will run from 23 June 2021 to 8 August 2021 inclusive.

Project Webpage: [A350 Melksham bypass - Wiltshire Council](https://www.wiltshire.gov.uk/highways-a350-melksham-bypass)

You can give your views by:



Visiting our website and filling in the online survey:

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



Emailing: [MajorHighwayProjects@Wiltshire.gov.uk](mailto:MajorHighwayProjects@Wiltshire.gov.uk)



Writing to:

Major Highway Projects  
Wiltshire Council  
Trowbridge  
Wiltshire  
BA14 8JN

# Appendix A: reasons for options not being progressed

This is a high-level summary. Please refer to the Options Assessment Report (available on the [project webpage](#)) for full details.

| Option | Description                      | Summary of reasons for option not being progressed    |
|--------|----------------------------------|---|
| 1      | Workplace parking levy.          | Non-road-based demand and traffic management measure. |
| 2      | Road user pricing                | Non-road-based demand and traffic management measure. |
| 3      | Heavy goods vehicle restrictions | Non-road-based demand and traffic management measure. |
| 4      | Rail improvements                | Non-road-based public transport and active modes.     |

| Option |  | Description  | Summary of reasons for option not being progressed   |
|--------|--|--|--|
| 5      | Bus improvements   | Non-road-based public transport and active modes.                        | <ul style="list-style-type: none"> <li>• A good fit with wider policy outcomes. However, the relatively frequent bus services that already exist on the main inter-urban routes provide limited scope for further improvements without ongoing revenue support.</li> <li>• As a standalone option, it is expected to have a modest impact on journey times and traffic reduction.</li> <li>• The emerging bypass option could support / enhance bus travel by reducing traffic and improving journey times / reliability on the existing A350.</li> </ul>  |
| 6      | Walking and cycling improvements   | Non-road-based public transport and active modes.                        | <ul style="list-style-type: none"> <li>• Expected to influence trips of a more local nature and as a standalone option in isolation it is considered unlikely to deliver the scale of impact required against the A350 Melksham scheme objectives.</li> <li>• However, walking and cycling improvements were well supported in the first consultation and support outcomes such as health and well-being. We are considering a potential package of complementary walking and cycling measures in conjunction with the emerging bypass option, building upon the expected benefits from reduced traffic levels on the A350 and other routes.</li> </ul>  |
| 7a     | Improvements to the existing A350 road between Leekes and Bath Road                        | Road-based option - additional lanes and widening, junction improvements | <ul style="list-style-type: none"> <li>• As individual, standalone options, potential benefits are considered to be relatively modest in relation to the current and future transport problems and issues identified.</li> <li>• We also considered 7a / 7b / 7c as a combined option. There is potential to deliver some capacity and journey time improvements. However, the scale of impact is expected to be limited by existing speed restrictions, land and property constraints on the more built up sections of the A350, and the need to balance the needs and safety of different users of the A350, including pedestrians and cyclists. There is reduced flexibility with this option and it offers less opportunity for future-proofing, compared to some of the bypass options for instance.</li> <li>• Does not address severance issues, particularly on the A350 to the north of the town, as traffic would continue to use the existing A350. The need to maintain traffic flow, speeds, and reliability on the A350 would present challenges for implementing enhanced provision for pedestrians and cyclists.</li> <li>• Compared to the likely scale of benefits it is considered that these options would offer lower overall value for money.</li> <li>• The assessment did identify potential for Option 7c to be considered in conjunction with the emerging bypass option to provide a targeted increase in capacity on the A350 route at the point where traffic converges leaving or joining the bypass.</li> </ul> |
| 7b     | Improvements to the existing A350 road between Farmers Roundabout and Semington Roundabout | Road-based option - additional lanes and widening, junction improvements |  |
| 7c     | Improvements to the existing A350 road between Western Way and Littleton Roundabout        | Road-based option - additional lanes and widening, junction improvements |  |

| Option |                        | Description   | Summary of reasons for option not being progressed   |
|--------|------------------------|---|--|
| 8a     | Western Bypass - Short | Road-based option. Provides a bypass link to the west of Melksham Town between the A350 north of Beanacre and the A350 Western Way.                       | <ul style="list-style-type: none"> <li>• Performs well against the primary scheme objectives, but despite offering the greatest traffic benefits of the shorter bypass options, the high cost, delivery challenges and technical complexity are considered to make this a less viable option.</li> <li>• The route would directly impact Whitley Golf Course and Roundponds Farm Solar Park.</li> <li>• The multiple and / or large structures required for rail, road and floodplain crossings present additional technical challenges and environmental risk. Two crossings of the railway line are required.</li> <li>• Constraints within the corridor mean there is less flexibility to avoid impacts on surrounding properties, such as around A365 Bath Road and the village of Shaw.</li> <li>• In the first consultation, western route options received lower levels of support than eastern options.</li> </ul> |
| 8b     | Western Bypass - Long  | Road-based option. Provides a full bypass to the west of Melksham Town between the A350 north of Beanacre and the A350 south of Hampton Park (Bowerhill). | <ul style="list-style-type: none"> <li>• Performs well against all of the primary scheme objectives and whilst expected benefits are similar to Option 10c (long bypass to the east), it has a higher estimated cost (highest of all options) and greater technical and environmental risk in comparison. It is therefore a less viable option and likely to offer lower overall value for money.</li> <li>• Like option 8a, the route corridor faces a number of constraints which present some significant delivery challenges (and contribute to the high cost).</li> <li>• In the first consultation, western route options received lower levels of support than eastern options.</li> </ul>  |
| 9a     | Inner Western Bypass   | Road-based option. Provides a shorter bypass to the west of Melksham Town, similar to option 8a.  | <ul style="list-style-type: none"> <li>• Expected to have a moderate impact with regards to the scheme objectives, but the expected scale of cost, technical feasibility challenges and potential environmental impact related to required floodplain and rail and road crossings mean that this is not considered to be a viable option.</li> </ul>   |
| 9b     | Relief Road West       | Road-based option. Provides a partial bypass between the north side of Beanacre and A365 Bath Road.   | <ul style="list-style-type: none"> <li>• These options avoid Beanacre but then re-join the A350 at the Bath Road junction, thus putting a significant volume of traffic back onto the A350 north of Farmers Roundabout.</li> <li>• Expected to only have a minor impact with regards to the scheme objectives, along with limited flexibility, high technical risks, and potential environmental impacts, including the route between Southbrook Road and the rail line which is prone to flooding and could have an adverse impact (noise, air quality, flooding) on residences in Southbrook Road.</li> </ul>  |
| 9c     | Relief Road East       | Road-based option. Provides a partial bypass between the north side of Beanacre and A365 Bath Road.   | <ul style="list-style-type: none"> <li>• Due to the technical challenges the cost is expected to be high in relation to the scale of impact / benefits.</li> <li>• These options had the lowest levels of support (of the road options) in the first consultation.</li> </ul>  |

| Option |                             | Description  | Summary of reasons for option not being progressed   |
|--------|-----------------------------|--|--|
| 10a    | Eastern Bypass - Short      | Road-based option. Provides a new link between the A350 north of Beanacre and the existing Eastern Way distributor road (at the A3102).                  | <ul style="list-style-type: none"> <li>• This option underwent detailed assessment alongside Option 10c as a potential lower cost alternative to a full eastern bypass.</li> <li>• Whilst the option has a lower cost than the full eastern bypass option and some of the environmental impacts are not as significant, the scale of the expected traffic benefits is also substantially less. This means the overall value for money is expected to be lower.</li> <li>• Traffic modelling predicts significant traffic increases on existing parts of the road network, such as at Spa Road and Eastern Way, which could lead to local traffic impacts.</li> <li>• The option requires delivery of an extension to Eastern Way, currently planned to be implemented as part of a housing development. This creates an additional delivery risk.</li> <li>• The shorter eastern bypass options (10a and 10b) received lower levels of support compared to the longer bypass options from the first consultation.</li> </ul> |
| 10b    | Eastern Bypass - Short      | Road-based option. Provides a new link between the A350 north of Beanacre and the existing Eastern Way distributor road.                                 | <ul style="list-style-type: none"> <li>• Expected to provide slightly greater traffic benefits than Option 10a, but with a higher cost, a greater loss of farmland, and potential visual / amenity impacts around Sandridge Common.</li> <li>• The option also received slightly less support than 10a through the first consultation exercise.</li> </ul>   |
| 10d    | Outer Eastern Bypass - Long | Road-based option. Provides a full bypass to the east of Melksham Town, crossing the Kennet & Avon canal at the southern end and connecting to the A361. | <ul style="list-style-type: none"> <li>• Performs well against the primary scheme objectives and with similar traffic benefits to Option 10c. However, it has a higher estimated cost and additional environmental impacts are likely, particularly in relation to the crossing of the Kennet and Avon canal and Semington Brook at the southern end of the route.</li> <li>• The option was the least preferred of the bypass options during the first consultation with some significant objections being raised, particularly in relation to the potential environmental impact.</li> </ul>   |