

**HIGHWAYS & TRANSPORT
TRAFFIC ENGINEERING TEAM**

**South West LHFIG
Wilton**

**20mph Speed Restriction
Assessment**

Document Control Sheet

Project Title: South West Wiltshire LHFIG: Wilton

Report Title: 20 mph Speed Restriction Assessment

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Date: April 2025

Record of issue

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1.0 Introduction and background

Following the publication of Wiltshire Council's policy for 20mph speed limits, the authority made a commitment to undertake assessments to determine the feasibility of 20mph speed restrictions where requests are made, supported and funded by Local Highway and Footway Improvement Groups.

A request to introduce a 20mph Speed Limit in Wilton was raised and discussed at the South West Wiltshire (SWW) Local Highway and Footway Improvement Group (LHFIG) and subsequently prioritised for assessment in July 2023.

This report sets out the analysis of this location against "Wiltshire's Policy on 20 mph Speed Limits and Zones" and the Department for Transport (DfT) Circular 01/2013 "Setting Local Speed Limits". This guidance will be used to determine which areas are suitable for a 20mph speed restriction.

The town of Wilton is bisected by the A36 and the A30 and is approximately a 15 minute drive west of Salisbury.

The town is currently subject to a 30mph speed limit. Wilton Town Council would like a 20mph speed limit within the centre of the town on the A30 and on roads such as North Street, South Street, Minster Street and Shaftesbury Road.

The full extent of the areas included in this assessment are set out in **Appendix A**.

2.0 Data Collection

The average speed and volume of traffic is recorded via a traffic survey using a roadside unit with sensors placed across the road to register vehicles as they traverse them.

Traffic survey equipment was installed at eighteen locations within Wilton to record data from 28th February 2024 to 5th March 2024. The approximate location of each counter is shown in **Appendix A**.

Table 1 below sets out a summary of the results:

Traffic Survey Location Reference	Total Daily Traffic Volume (7 day Average)		85 th Percentile Speed (MPH)	Mean Average Speed (MPH)
Site 1 A30 Minster Street	Northbound	5210	31.3	26.9
	Southbound	6466		
Site 2 A30 Minster Street (West of Site 1)	Eastbound	5017	33.1	29.4
	Westbound	6254		
Site 3 A30 Minster Street (West of Russell Street)	Eastbound	4607	25.6	21.5
	Westbound	5218		
Site 4 South Street (North of Bulbridge Road)	Northbound	1113	35.3	29.6
	Southbound	1096		
Site 5 South Street (North of Oak Ash Green)	Northbound	1207	33.1	28.7
	Southbound	1171		
Site 6 South Street (North of Burcombe Lane)	Northbound	1544	32.7	28.3
	Southbound	1573		
Site 7 South Street (South of Silver Street)	Northbound	1899	29.8	23.9
	Southbound	1919		
Site 8 A30 Shaftesbury Avenue (East of Victoria Road)	Eastbound	3177	32.0	27.4
	Westbound	3020		
Site 9 A30 Shaftesbury Road (East of Saddlers Mead)	Eastbound	3283	28.6	24.4
	Westbound	3160		
Site 10 Shaftesbury Road (East of Water Ditchampton)	Eastbound	4042	22.2	19.1
	Westbound	3954		
Site 11 A30 West Street (West of Crow Lane)	Eastbound	4220	27.9	23.5
	Westbound	4027		
Site 12 North Street (North of Russell Street)	Northbound	1399	19.5	15.5
	Southbound	5		
Site 13 North Street (North of Churchill Court)	Northbound	1357	23.2	18.9
	Southbound	4		

Table 1 (continued):

Traffic Survey Location Reference	Total Daily Traffic Volume (7 day Average)		85th Percentile Speed (MPH)	Mean Average Speed (MPH)
Site 14 Water Ditchampton (North of Victoria Road)	Northbound	755	25.3	20.8
	Southbound	881		
Site 15 Victoria Road (East of A30 Shaftesbury Road)	Eastbound	56	20.5	16.0
	Westbound	131		
Site 16 Victoria Road (East of Site 15)	Eastbound	44	24.5	19.3
	Westbound	116		
Site 17 Victoria Road (West of Water Ditchampton)	Eastbound	89	14.5	12.2
	Westbound	143		
Site 18 Russell Street	Northbound	411	20.5	16.9
	Southbound	215		

Table 1 – Summary of traffic survey results for Wilton

3.0 Collision Data

Interrogation of the Police Collision Database identifies that in the areas surrounding Wilton Town Centre, there have been eleven Personal Injury Collisions recorded in the 60-month period prior to this report up to 30/10/2024 (as the most recent data available).

All but one Personal Injury Collision has been categorised as “slight” in severity. Three of those collisions labelled as slight were related to vehicles travelling at speeds unsuitable for the prevailing conditions of the road. Two relating to not leaving enough room for passing, and one because of losing control at a bend. One collision was categorised as “serious” and recorded as a vehicle failing to give way, turning right into a junction. The majority of these collisions occur on the main A30 through Wilton, and not on the residential roads adjacent.

4.0 Analysis against Wiltshire Council Policy

It is important to remember that all speed limits should be set where it can be expected that overall compliance with the limit can be realistically achieved. Higher recorded speeds are generally not reduced with signing alone and are likely to require hard engineering measures such as alteration to the road layout and/or road humps.

With the above in mind, there are two different types of 20mph speed restriction – a 20mph Zone or a 20mph Speed Limit.

Wiltshire Council policy has considered previous studies into 20mph speed limits and zones as well as the guidance from DfT Circular 01/2013. Wiltshire Council policy identifies the options to consider when implementing 20mph zones and limits within Wiltshire:

20mph Zones:

20mph zones are defined as areas subject to a 20mph speed restriction which cover several roads and are supported by the appropriate traffic order and signs.

Typically, there will be traffic calming measures at regular intervals throughout the zone to ensure speeds remain consistent in the area. This could include the addition of road humps and raised junctions as well as build outs, chicanes or pinch points.

20mph zones to be considered where:

- Roads are restricted to a 30mph speed limit
- A proven history of road user conflict with vulnerable users such as child pedestrians is apparent.
- New residential developments
- Where there is an alternative route existing, so drivers can avoid the zone.
- On major streets if there is a significant number of journeys on foot or bicycle and this outweighs the disadvantage of longer journeys for motorists.

20mph Speed Limits:

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but where there are no physical calming measures. Drivers are alerted to the restriction by the use of terminal and repeater signs only.

20mph Speed Limits to be considered where:

- Mean before speeds are at or below 24 mph (if they are just above this threshold, complementary lighter touch engineering measures to reduce speed may be implemented)
- On roads which do not have a strategic function or where motor vehicle movement is not the primary function.
- On major streets if there is a significant number of journeys on foot or bicycle and this outweighs the disadvantage of longer journey times for motorists.
- In rural areas where the location in addition to the above conditions meets the definition of a village as set out in Traffic Advisory Leaflet 01/04 – “Village Speed Limits”.

Recent changes in Government guidance have altered, with greater emphasis on roads now considered for a 20mph limit on their individual merits and not as previously, where a more widespread approach was seen as the way forward. Where concerns exist for other road users, the

guidance is that other engineering measures should be utilised to mitigate against concerns, including footways, pedestrian crossings and signing.

The above sets out the Council's general position with respect to the introduction of 20mph speed restrictions. However, it is important to note that the Council's policy regarding the introduction of 20mph speed restrictions doesn't allow the introduction of 20mph speed limits on any 'A' class roads or the introduction of vertical deflection features to control the speed of traffic on this class of road. This is in part because 'A' class are intended to carry a significant volume of traffic, and the provision of vertical deflection features to control the speed of traffic would impact upon traffic flow and road capacity.

This has been reinforced in revised guidance issued by the Department for Transport in its March 2024 update to Circular 01/13. The A30 running through the centre of Wilton is classified as an "A" roads and forms part of the main distributor network in the Wilton area. The nature of these roads is more suited to the 30mph speed limit presently in place, therefore traditionally these areas would not be considered for a 20mph speed limit.

Both the SWW LHIFG and Wilton Town Council were advised that the introduction of a 20mph speed restriction on the A30 running through the centre of Wilton would only be considered if the results of the traffic surveys undertaken as part of the assessment process showed existing average speeds to be below 24mph (which is the key requirement for the introduction of a 20mph speed restriction). The recommendation provided below is made in line with this advice.

However, based on the analysis of the speed and collision data for the area and comparing these results with Wiltshire Council Policy on implementing 20mph speed limits and zones, it is recommended that there are specific areas of the A30 through Wilton, which can accommodate an extension to the existing 20mph speed limit.

5.0 Recommendation

Results have shown that 11 sites fall at or below the guidance threshold of 24 mph, recording speeds of 12.2mph to 23.9mph. There are 6 sites that are above this threshold, recording speeds ranging from 24.4mph to 29.6mph. Consequently, consideration needs to be given to the extent of Wilton that any potential 20mph speed restriction can cover.

Comparing the traffic survey results against the Wiltshire Council 20mph policy there are several sites recorded within the extents of the town which do not meet the average speed criteria for the introduction of a 20mph speed restriction to be considered, those being:

- Site 1 (A30 Minster Street)
- Site 2 (A30 Minster Street)
- Site 4 (South Street)
- Site 5 (South Street)
- Site 6 (South Street)
- Site 8 (A30 Shaftesbury Avenue)
- Site 9 (A30 Shaftesbury Avenue)

Wiltshire Councils Policy on 20mph speed restrictions state that 20mph speed limits shall not be considered on roads that primarily have a strategic function and whereby the movement of motor vehicles is the primary function. This has been reinforced in revised guidance issued by the Department for Transport in its March 2024 update to Circular 01/13. All the sites above form part of the main distributor network in Wilton and are situated on approach roads leading into Wilton town centre.

With respect to Sites 1, 2, 8 and 9 these areas will not be considered for a 20mph speed limit. This is concordant with the advice provided to the SWW LHFIF and Wilton Town Council (outlined above in Section 4.0) that locations situated on 'A' class roads where the average speed of vehicles was above 24mph would not be considered for the introduction of a 20mph speed limit, albeit it is acknowledged that the mean speed recorded at Site 9 is very close to the threshold where a 20mph speed restriction could be considered. The nature of the roads at these sites is better suited to the 30mph speed limit currently in place.

With respect to Sites 4, 5 and 6 then whilst being located on an approach road to Wilton town centre it is acknowledged that the road predominantly serves the residential properties located in the Burcombe Lane area and Wilton Primary School (located off Burcombe Lane). The introduction of a 20mph speed restriction covering this length of South Street would require extensive traffic calming features (sited approximately every 50 to 80 metres) to ensure that the average speed of vehicles was brought down to 24mph or less to allow the introduction of such a restriction to be considered. None of the collisions outlined in Section 3.0 occurred in the length of road covered by Sites 4, 5 and 6. In consideration of this and that this length of South Street function as a distributor road it is considered that the nature of the road at these sites is better suited to the 30mph speed limit currently in place and the introduction of a 20mph speed restriction is not recommended.

Comparing the traffic survey results against the Wiltshire Council 20mph policy there are several sites recorded within the extents of the town which do meet the average speed criteria for the introduction of a 20mph speed restriction to be considered, those being:

- Site 7 (South Street)
- Site 12 (North Street)
- Site 13 (North Street)
- Site 14 (Water Ditchampton)
- Site 15 (Victoria Road)
- Site 16 (Victoria Road)
- Site 17 (Victoria Road)
- Site 18 (Russell Street)

There were eight sites (Site 7 and Sites 12 to 18 respectively) on five streets where mean average speeds are recorded within the requirements of the criteria of a 20mph speed limit and these areas are considered viable, both in terms of speed of traffic and the nature of the roads. Research has shown that successful 20mph speed limits are generally self-enforcing. Only the northern end of South Street (from its junction with A30) is suitable for a 20mph limit.

The areas are primarily residential in nature, the northern section of South Street also contains destinations that are likely to increase the number of vulnerable road users in the area. The Michael Herbert Hall (community building), doctors' surgery, funeral directors and one of the public car parks used by visitors to Wilton Town Centre are all present. With most roads being narrow the nature of these roads lends themselves well to 20mph speed limits, with mean average speeds recorded between 15.5 and 23.9mph. It is recommended these side roads, away from the A30 and considered for a 20mph speed limit.

It should also be noted the survey area covers the A30 Minster Street, A30 Shaftesbury Avenue and A30 West Street. These roads are classified as main distributor roads, their purpose being to link primary destinations and support the Major Urban Network. The following areas were also assessed, and traffic survey results showed that mean average speeds fell below the threshold of 24mph:

- Site 3 (A30 Minster Street)
- Site 10 (A30 Shaftesbury Road)
- Site 11 (A30 West Street)

As outlined in Section 4.0, Government guidance has been revised and roads are now considered for a 20mph limit on individual merits, accounting for the number of non-motorised users (NMUs) and greater emphasis is given to ensuring that road of strategic purpose should retain 30mph restrictions. The guidance is also clear, that where concerns exist for other road users, other engineering measures should be utilised to mitigate, including appropriate footway provision, pedestrian crossings, and signing.

Therefore, with respect to Sites 3, 10 and 11 these areas can be considered for a 20mph speed limit. This is concordant with the advice provided to the SWW LHFIG and Wilton Town Council (outlined above in Section 4.0) and the ability for local authorities to consider roads on their individual merits when determining what constitutes an appropriate speed limit for it.

See **Appendix B** for an overview of the proposed extent of the 20mph speed limit in Wilton.

6.0 Costs

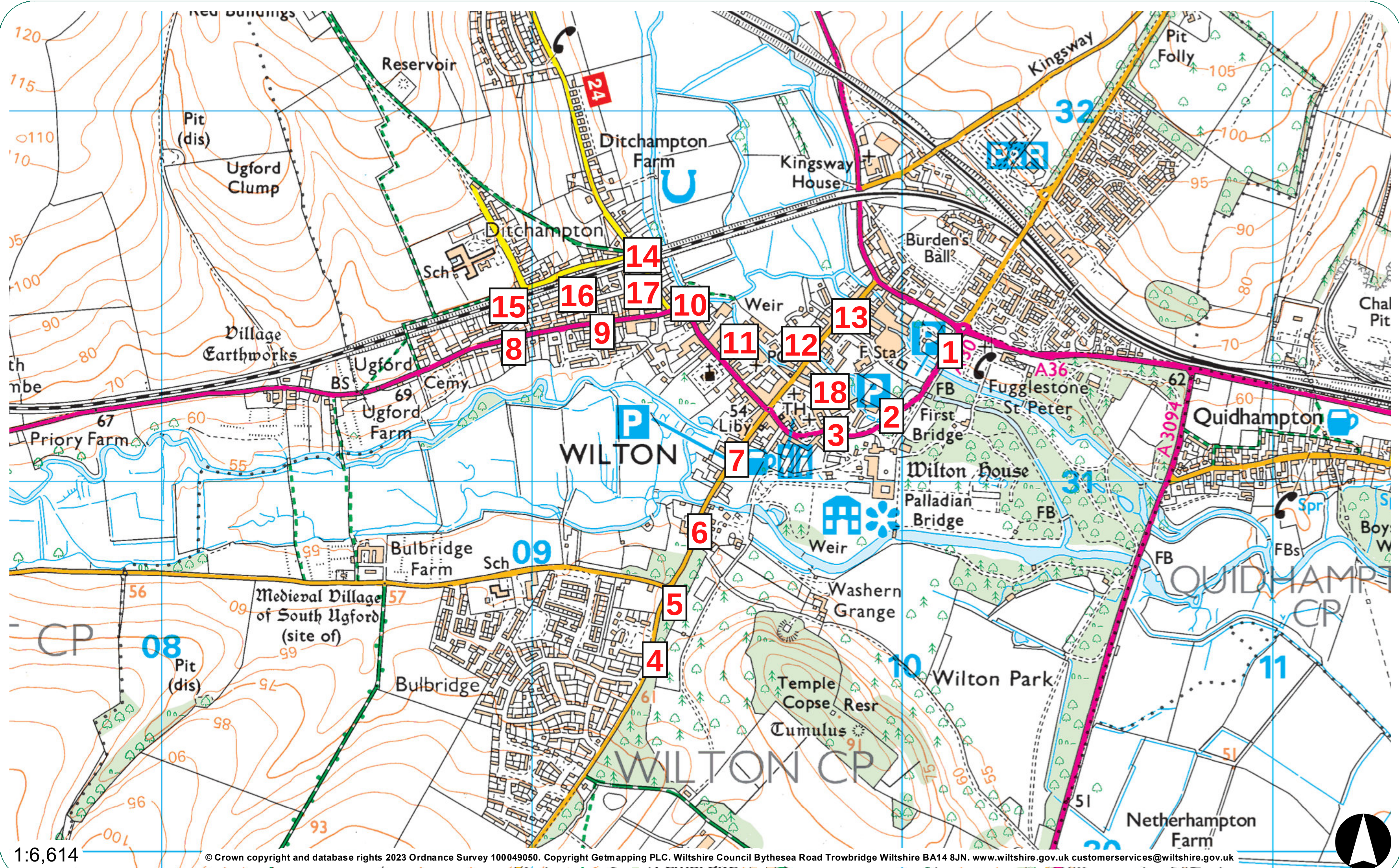
It is estimated that the cost to implement the scheme in Wilton Town Centre would be in the region of £18,000 to include development, legal fees and installation.

Item	Cost Estimate
Traffic Regulation Order	£3,000
Cost of implementation	£15,000
Total	£15,000

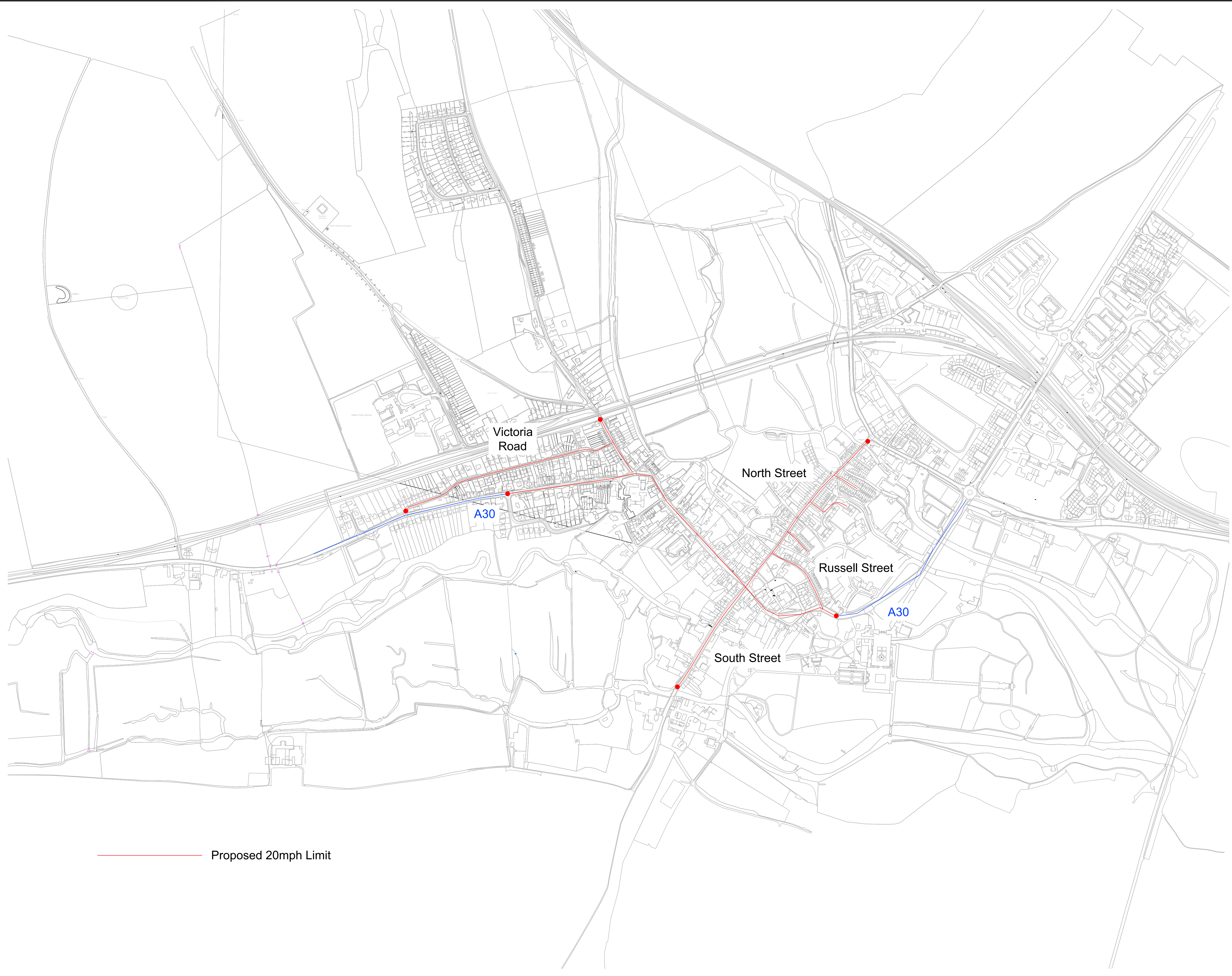
7.0 Appendix A

Location of Traffic Surveys in Wilton

Date: 07 Dec 2023
Centre Coordinate: 409,456 131,112



8.0 Appendix B



NOTES:

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Wiltshire Council (100049050) 2024

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O	12/02	SW	PS	PS	ORIGINAL
REV	DATE	DRAWN	CHECK	APPRV	DESCRIPTION

DRAWING PURPOSE:

Traffic & Network Management

County Hall, Bythsea Road, Trowbridge
Wiltshire, BA14 6JD

Tel: 0300 4560100
Website: www.wiltshire.gov.uk

PROJECT:

Wilton SLA

DRAWING TITLE:

Appendix B
Extents of Proposed 20mph Speed Limit

SCALES:	Refer to Scale Bars	SHEET SIZE:	A1
DRAWING No.	2024-039-001	REVISION:	O
FILE REF:			