

Rodbourne Traffic Issues

Cabinet

Date: 5th September 2018

Author: Cabinet Member for Highways and the Environment
Head of Highways and Transport

Wards: Mannington & Western

Parishes Affected: Central Swindon North

1. Purpose and Reasons

- 1.1 The report provides a response to actions from the minutes of Full Council on 19th April 2018. The petition containing 769 signatures requested the Council “take action to resolve the traffic issues in the Rodbourne (Even Swindon) area and in particular the problems caused by queuing vehicles trying to enter the car parks of McArthur Glen Outlet Village”.
- 1.2 The McArthur Glen Outlet Village, surrounding employment and residential area are an important element of the Swindon economy. The surrounding Highway networks form an essential component of the network as well as serving the community of Rodbourne.
- 1.3 The Council’s Vision includes Priority One to “Improve infrastructure and housing to support a growing, low-carbon economy”.

2. Recommendations

Cabinet is recommended to:

- 2.1 Note that the Head of Highways and Transport, under delegated powers and in consultation with the Cabinet Member for Highways and the Environment will undertake the required tasks in response to the minutes of Full Council from 19th April 2018.

3. Detail

Response to Full Council minutes from 19 April 2018

- 3.1 An update on the progress on each of the actions from Full Council are provided below.
- 3.2 Install additional white line markings to allow traffic to enter Barnham Court from Bruce Street Bridges;
 - 3.2.1 The revised highway lining arrangements on Kemble Drive were undertaken in March 2018, in readiness for the Easter weekend (30th March 2018 – 2nd April 2018). There are now two lanes for in-bound on Kemble Drive, one dedicated for through traffic, with the second lane allocated for users wanting to access the North Car Park at the Swindon Designer Outlet.

Further information on the subject of this report can be obtained from Contact James Jackson, Direct Dial 01793 466518, JamesJackson@swindon.gov.uk.

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- 3.2.2 The Traffic Management and Transport Planning team will review this scheme, undertake a safety audit and provide recommendations on the junction arrangements at Barnum Court and Kemble Drive. The Head of Highways and Transport will agree the scheme under delegated authority.
- 3.3 Carry out a pilot scheme on 9th September 2018 to test the feasibility of making Rodbourne Road northbound only on days when there are special events at the Outlet Village or Steam.
 - 3.3.1 The STEAM Museum will be holding its annual Swindon Railway Festival over the weekend of 8th – 9th September 2018. The Swindon Half Marathon taking place on the 9th September 2018 and the course will also pass through Rodbourne and will have its own traffic management in place for this event.
 - 3.3.2 Due to the two key events listed above taking place on the same day as the proposed pilot scheme it is suggested that the Head of Highways and Transport work with local ward members and businesses to agree an approach and an alternative trial date to test making Rodbourne Road northbound on days when there are special events at the Swindon Designer Outlet Village or at STEAM. Initial consultation on this traffic management proposal has taken place with the principal bus operators; Swindon Bus Company and Stagecoach West and local ward members and this dialogue will continue. It is proposed that wider public consultation be undertaken prior to any trial being agreed.
- 3.4 Remove the Church Place bus gate to allow traffic to access Bristol Street car park;
 - 3.4.1 It is proposed the bus gate providing priority for the east-bound movements on Church Place will be relaxed at weekends using an experimental Traffic Regulation Order. Prior to implementation consultation will take place with the Cabinet Member for Highways and the Environment, local ward members, principal bus operators, the local residential community and businesses.
- 3.5 Work with McArthur Glen to encourage the outlet Centre to (a) look at solutions of access to the East Car Park introducing a form of registration recognition barrier system and the possibility of a new exit; and (b) increase the number of car parking spaces at western car park through layering or another solution.
 - 3.5.1 Officers have recently met with McArthur Glen to explore their proposals and understand the recent feasibility work that has been undertaken by their parking consultant. Timescales and funding availability are issues still to be resolved, however the Head of Highways and Transport and head of Planning and Heritage will continue to work with McArthur Glen to support

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their proposals. The proposals can be split into short, medium and long term aspirations.

- 3.5.2 In the short term, joint working will consider the wider signage to the Outlet Village across Swindon to ensure that parking demand is managed between the West and North car parks. Sign locations are being considered with a view to upgrading any new signs to variable message signing (showing available spaces) once this technology is installed at the car parks. The proposals will take account of any potential signing strategy to be developed for North Star.
- 3.5.3 In the medium term, McArthur Glen will look to secure funding and replace the entry ticket systems with Automatic Number Plate Recognition and at the North car park redesign the entrance and exit layouts. This would increase the speed of entry reducing queuing back onto the network and bring some limited increase in capacity. Such changes would require planning permission.
- 3.5.4 In the longer term, McArthur Glen will continue to develop the feasibility of decking (potentially a single deck on the eastern half of the North car park) and continue to develop their business planning with the aim of securing funding for these capacity improvements. The proximity of properties and heritage railway buildings will mean that pre-application discussions regarding options and design considerations will be key to the success of any planning application from McArthur Glen.
- 3.6 That the Head of Highways and Transport be requested to liaise with the traders situated on Rodbourne Road regarding their experience of the traffic problems in Rodbourne, to identify how any proposed changes could affect their trade, and that once mitigating measures have been implemented, further liaison be undertaken to measure the impact of those changes.
 - 3.6.1 Consultation arrangements with traders situated on Rodbourne Road will be agreed with the Cabinet Member for Highways and the Environment and the local ward members. The approach will also be discussed with McArthur Glen, STEAM Museum and the local principal bus operators.

4. Alternative Options

- 4.1 The network is busy at weekends similar to at the Swindon Town football events where the organiser is expected to provide appropriate traffic management and event management to manage the network. The cost associated with this are with the event organiser not the Highway authority.
- 4.2 Alternative approaches will be considered following consultation with all parties.

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5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

- 5.1 There are no cost commitments to the Council resulting from this report. However ongoing work with McArthur Glen to develop solutions to some of the congestion challenges detailed may generate schemes requiring capital funding from the Council. These would be prioritised against other Local Transport Plan grant funded highway schemes through the agreed capital scheme prioritisation and approval process.

Legal and Human Rights Implications

- 5.2 The content of this report will not have direct implication on human rights issues and it is believed to be compatible with Convention Rights.
- 5.3 There is no direct legal issues arising from the report other than where Traffic Regulation Orders are required for changes to highway regulations.

All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.4 No other implications have been identified.

Diversity Impact Assessment

- 5.5 A Diversity Impact Assessment (DIA) was completed for the overarching Local Transport Plan Strategy in 2011. The DIA was reviewed and updated for 2015. This included a detailed analysis of the census data. The conclusions were that:
- 5.5.1 Some equality groups have significantly lower levels of car ownership than the population generally and will therefore have different transport issues.
- 5.5.2 Caution should be used in applying “Swindon-wide” average figures for equality groups on a local basis, and
- 5.5.3 The concentration of certain groups into distinct parts of Swindon will mean that transport issues unique to those communities (e.g. non-car ownership, reliance on public transport, concern over safety on-street at night) will be particularly emphasised in those areas.
- 5.5.4 As a result transport officers planning and designing services and schemes for local areas should consider the detailed demographic data for those areas to ensure that particular and unique issues for any equality groups strongly represented locally are identified at an early stage. Locally based decision making over scheme prioritisation may provide an opportunity to address particular equality group issues at a local level.
- 5.5.5 The DIA is available from the report author.

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Risk Management

- 5.6 A risk register will be developed for any elements agreed and taken forward.

6. Consultees

- 6.1 The Director of Finance (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all Cabinet reports.

7. Background Papers

- 7.1 None

8. Appendices

- 8.1 Appendix 1 Kemble Drive Lining
8.2 Appendix 2 Consultation proposed routing drawing

9. Key Decision/Decision in Cabinet Work Programme

- 9.1 This is a Key Decision and is included in the Cabinet Work Programme for September 2018.