

COUNCIL

THURSDAY, 20TH SEPTEMBER 2018

MINUTE TO NOTE

34. Rodbourne Traffic Issues

Councillor Fionuala Foley, the Cabinet Member for Highways and the Environment, and the Head of Highways and Transport, submitted a joint report on the Council's response to each of several actions proposed at the Full Council on 19th April 2018, following members' consideration of a petition requesting 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".

Councillor Foley advised the meeting that the following wording had been omitted from the published report:

To be added to the end of para 3.3.2:

"A meeting to be arranged with Ward Councillors and highway officers, to agree the wider public consultation strategy".

Councillor Foley commented on the success of the McArthur Glen Outlet Village and the important contribution it makes to the Swindon economy. She recognised that the surrounding highway networks are an essential component for the continuing success of the venture but that this needed to be balanced against the requirements of the community of Rodbourne and, as part of the overall highway network, the requirements of the people of Swindon. Councillor Foley outlined the measures that had been taken, and were proposed to be taken, by the Council in conjunction with the Outlet Village Management to facilitate improved access and car parking at the Outlet Village and to try and resolve the associated problems currently being encountered by the local community.

Following her introduction of the report, Councillor Foley responded to questions put by Councillors Jim Robbins and Bob Wright regarding:

- The reasons for the delay in submitting this report to Cabinet.
- Engagement with ward members and the local community regarding the proposed pilot scheme to test the feasibility of making Rodbourne Road northbound only on days when there are special events at the Outlet Village or Steam.
- The limitations of the revised highway lining arrangements on Kemble Drive, particularly the effect on "through traffic" of stationary and parked vehicles on that road.
- Enhanced traffic enforcement in the area at peak times and on weekends and bank holidays.

- Promoting better use of the Bristol Street Car Park on expected busy days at the Outlet.
- The enhancement of signage to improve traffic flows in the area, particularly to direct vehicles to lesser-used car parks, including those accessed from Paddington Drive and Penzance Drive.
- Measures to meet increased parking demands at the Outlet over the Christmas period.
- Traffic flows in the area and the possible introduction of a “yellow box” traffic management system at the top of Dean Street and the junction with Church Place.
- Traffic Management and the feasibility of establishing a Park and Ride Service connecting to the Outlet Village.

Resolved – (1) That it be noted that the Head of Highways and Transport, in consultation with the Cabinet Member for Highways and the Environment, and in accordance with the post’s delegated authority, will undertake the required tasks in response to each of several actions proposed at the Full Council on 19th April 2018, following members’ consideration of a petition requesting that 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.

(2) That, further to (1) above, Councillor Oliver Donachie, the Cabinet Member for Economic Prosperity, be included as a consultee in relation to the particular matters referred to in paragraphs 3.4 (Church Place Bus gate) and 3.5.2 (enhanced signage) of the report.

(3) That, in relation to the development of proposals to address traffic issues in the area of the Outlet Village, and also in relation to any consultation on such proposals, the officers give due consideration to the following suggestions made by members during the course of the debate of this item:

- The enhancement of car parking enforcement provision in the area at peak times and on weekends and bank holidays.
- Promoting better use of the Bristol Street Car Park on expected busy days at the Outlet.
- The enhancement of signage to improve traffic flows in the area, particularly to promote more effective use of car parking by directing vehicles to under-utilised car parks, including those accessed from Paddington Drive and Penzance Drive.
- The need to meet with Ward Members and interested parties, to include the Outlet Management as appropriate, to consider measures to address increased parking demands at the Outlet over the Christmas period.
- Traffic flows in the area and the possible introduction of a “yellow box” traffic management system on Rodbourne Road, at the junction of Dean Street and Church Place.
- The feasibility of establishing a Park and Ride Service connecting to the Outlet Village.

The reasons for the decision and alternative options are as set out in the report to the meeting.

