

Wiltshire Council

Cabinet

1 June 2021

Subject: A350 Melksham Bypass Consultation Report – Report on Public Consultation

Cabinet Member: Cllr Mark McClelland – Cabinet Member for Transport, Waste, Street Scene and Flooding

Key Decision: Key

Executive Summary

The A350 Melksham Bypass is a Large Local Major scheme which has been awarded development funding by the Department of Transport (DfT) to take it to Outline Business Case (OBC) stage. It would be a major improvement to the important A350 route which provides vital transport links between the M4, the towns of western Wiltshire and the south coast.

A range of options for the scheme were the subject of a public consultation earlier this year. Further scheme development and assessment work has since been undertaken, taking into account the response to the consultation, in order to prepare a short list of options for further consultation.

There were 1,018 responses to the public consultation questionnaire, the majority of which were from individuals (962) with a small number from businesses or organisations (42). Most of the responses were local from Melksham or within five miles. There were also 175 written and email responses to the consultation. The town and local parish councils and other organisations also provided their views on the long list of options (see **Appendices 1 and 2**). Most respondents supported the need for an improvement to the A350 at Beanacre and Melksham (594 Yes/406 No), but there was not overwhelming support for a particular option.

A sifting process has been undertaken to identify the most suitable options for further consultation.

The options for workplace parking levy or road user charging (Options 1 and 2) had little public support. The other non-road options – heavy goods vehicles restrictions, bus and train service improvements, walking and cycling (Options 3, 4, 5 and 6), had good levels of public support but on their own none of them would not meet the transport objectives of the scheme.

Improving the existing A350 route (Options 7a, 7b and 7c), especially through Beanacre and at the northern end of Melksham to the standard required to meet the needs of the major road network and future traffic growth was not considered to be a

feasible option to meet the objectives.

The western routes (Options 8a, 8b, 9a, 9b and 9c) do not appear to offer significant environmental or construction benefits over the eastern options and they had less public support than the eastern routes.

The eastern routes generally performed well in operational and cost terms, with varying environmental impacts. The short eastern routes (Options 10a and 10b) would be cheaper with less impact on the countryside but would have less economic benefits and would increase severance on the eastern side of the town.

The longest eastern route connecting to the A361 (Option 10d) would be the most expensive. There were considerable concerns expressed by some of the public and local parish councils about the environmental impact of this option.

The long eastern bypass (Option 10c) appears to offer good value for money and with suitable mitigation measures could offer a feasible route and following the sifting process of the options it is proposed that this one should be developed further.

Alternative routes and variants of the consultation proposals were suggested by the public during the consultation and these have been investigated; however, most are considered not to offer suitable alternatives to the identified routes in meeting the transport objectives.

It is proposed to carry out further consultation on the eastern route (Option 10c) and potential variants of the route at the northern end. Various detailed comments were received in connection with the scheme, proposed junctions, landscaping and rights of way which will be explored in more detail in the next stage of the design and consultation process.

The comments on the initial consultation included suggestions for walking and cycling improvements, which could be included as part of the scheme or progressed separately, and these will also be investigated further.

There are many factors that need to be considered in determining the details of a scheme of this type, including the transport objectives, landscape, archaeology, ecology, air quality, flood risk, environment including climate change impact, cost and benefits. The final scheme could be a variation of those being consulted on as the design will inevitably be refined in response to the consultations.

It is proposed to carry out further non-statutory consultations on a short list of options for the eastern route which will be used to help inform the business case. Statutory consultations will take place later in the scheme development, following approval of the OBC by DfT, when the scheme would be designed in detail and a planning application submitted. It is likely that statutory orders, including compulsory purchase orders, would be required, and the scheme could be the subject of a public inquiry.

Proposals

It is recommended that:

- (i) The response to the initial public consultations and the views of the town and local parish councils are noted and taken into account in the scheme development.
- (ii) The following options should not be included in the short list of options for further consultation for the reasons set out in the report:
 - Non-road options (Options 1 to 6)
 - Improvement of the existing road (Options 7a, 7b and 7c)
 - Western routes (Options 8a, 8b, 9a, 9b and 9c)
 - Short eastern routes (Options 10a and 10b)
 - Longest eastern route (Option 10d) and its variants
- (iii) Further public consultation should be undertaken on a short list of options comprising the long eastern route (Option 10c) and alternative alignments at the northern end which may be feasible.
- (iv) The possibility of improving walking and cycling facilities in conjunction with the scheme or separately should continue to be explored.
- (v) The views of the public, town and parish councils, Area Board and other organisations should be obtained on the short list of options in order to inform the future development of the scheme.

Reason for Proposals

The A350 Melksham Bypass is a Large Local Major scheme which has been awarded development funding by the DfT to take it to OBC stage. It will be a major improvement to the important A350 route which provides vital transport links between the M4, the towns of western Wiltshire and the south coast.

As part of the development of the scheme various options were consulted on. In order to inform the further development of the scheme, it is proposed to adopt a short list of feasible options for further consideration and consultation. The preferred route will need to meet the transport objectives and the DfT requirements in order to be awarded funding.

The proposed consultations with the public, town and parish councils, the Area Board and other organisations, will inform the development of the scheme, and assist in preparing an OBC to submit to the DfT.

Terence Herbert - Chief Executive

Wiltshire Council

Cabinet

1 June 2021

Subject: **A350 Melksham Bypass Consultation Report – Report on Public Consultation**

Cabinet Member: **Cllr Mark McClelland – Cabinet Member for Transport, Waste, Street Scene and Flooding**

Key Decision: **Key**

Purpose of Report

1. To review the response to the public consultation on the options for the A350 Melksham Bypass scheme and the further assessment work recently undertaken, and to approve further consultation on a short list of options.

Relevance to the Council's Business Plan

2. The Council's Business Plan 2017 – 27 has priorities for Growing the Economy, Strong Communities and Protecting the Vulnerable. The goals for Transport and Infrastructure include:
 - (i) Road Infrastructure is improved
 - (ii) New infrastructure to support housing and employment growth
 - (iii) Improved strategic roads and rail
3. The proposed Melksham Bypass scheme is a major infrastructure improvement to the transport network to support housing and employment growth and would improve connections to the strategic road network.

Background

4. The importance of the A350 to the local economy has long been recognised in Wiltshire, and improvements have been undertaken in recent years to address sections where there were capacity constraints and where improvements were needed. There are several proposals for further improvements to the route currently being developed, including those at Melksham.
5. The A350 through Beanacre and Melksham has been a concern for many years. The road has sections with 30 mph speed limits passing through residential areas, with several busy junctions which provide access to Melksham town centre, retail and commercial sites, the A365 Bath Road and A3102. From the data included in the Strategic Outline Business Case updated in 2019 it is one of the busiest major roads in Wiltshire, with daily traffic volumes often above 35,000 vehicles per day, and heavy goods vehicles accounting for around 8% of all vehicles. There have been high collision rates with severity generally higher on the A350 compared to other roads in the area.

6. In July 2017, Department for Transport's (DfT) "Transport Investment Strategy" was published. As part of the Strategy, Government committed to creating a 'Major Road Network' (MRN) across England, which would be a network of England's most important routes which complement motorways and strategic trunk roads. The A350 was included as a route in the MRN.
7. Government acknowledged the need for a long-term funding stream for road investment, specifically through establishment of the 'National Roads Fund', being £28.8 billion between 2020-2025; £3.5 billion of which is to be spent on improving the MRN. This funding was confirmed in March 2020 in the DfT publication of their second Road Investment Strategy (RIS2) for the period 2020 – 2025. A central principle in the development of this strategy was to:

“create a road network that is safe, reliable and efficient for everyone – whether they are cyclists or drivers, passengers or pedestrians”
8. Government indicated that prioritised investment planning within a consistent national framework should be carried out by Sub-national Transport Bodies (STBs). The Western Gateway Shadow Sub-National Transport Body (WGSSTB) was officially formed in a shadow status in December 2018 with Cllr Bridget Wayman elected as Chair.
9. The WGSSTB considered candidate schemes from all member authorities, and following its meeting in June 2019, the Board agreed to submit nine schemes to DfT in July 2019. Four of the schemes are in Wiltshire:
 - (i) A350 - M4 Junction 17 Improvement
 - (ii) A350 Chippenham Bypass Improvements – Phases 4 and 5
 - (iii) A338 Southern Salisbury Improvements and
 - (iv) A350 Melksham Bypass
10. At its meeting on 19 May 2020 Cabinet considered a report on the success of the Council bid to the DfT for development funding for the A350 Melksham Bypass Large Local Major (LLM) road scheme and the three MRN schemes, and identified funding to continue to Outline Business Case (OBC) stage.
11. On 13 October 2020 Cabinet agreed to public consultation being undertaken on the options for the A350 Melksham Bypass scheme, which in view of the pandemic was to take the form of a predominantly on-line consultation. The town and parish councils, Area Board and other organisations were also to be invited to comment in order to inform the future development of the scheme.

Main Considerations for the Council

Transport Objectives

12. The transport objectives for the scheme were derived from relevant key policy documents and strategies, including the DfT Transport Investment Strategy, Swindon and Wiltshire Strategic Economic Plan, Wiltshire Core Strategy, and the Wiltshire Local Transport Plan. The transport objectives set for the scheme were confirmed by Cabinet at its meeting on 13 October 2020 and are to:

- (i) 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.
- (ii) Reduce journey times and delays on and improve journey reliability on the following routes through Melksham and Beanacre:
 - A350 South – A3102
 - A365 West – A365 East
 - A350 South – A365 West
- (iii) 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.
- (iv) Reduce collisions resulting in personal injury rates and severity for the A350 and Melksham as a whole, to make the corridor safer and more resilient.
- (v) 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.

Strategic Outline Business Case

- 13. In developing the Strategic Outline Business Case (SOBC) for proposals at Melksham, which was submitted to the DfT in July 2019, various options were considered, including demand management, public transportation, online highway improvements, and new bypass options to the west and east of the existing route.
- 14. The SOBC identified an eastern bypass route, which could cost in the region of £135 million as being feasible, but all options are being revisited in more detail as part of the preparation of the OBC. This includes further consideration of the non-bypass options, developing the previously identified bypass route options and considering variations of those routes, which could potentially improve their performance in economic terms or reduce the environmental impact, and developing complimentary measures to improve facilities for walking and cycling.

Public Consultation

- 15. In view of the pandemic, the consultation had to be primarily on-line, with the opportunity provided to submit written comments by letter or email. The consultation was launched at the Melksham Area Board on 4 November 2020. An initial presentation was given to Seend Parish Council on 27 October 2020, and a further presentation was given to Melksham Town Council on 23 November 2020.

16. Whilst it was not possible to hold an exhibition at the library or town hall as would normally be the case, the use of social media, television and radio coverage, and the increase in the use of on-line consultations have helped. An extension to the consultation period from the end of November to 17 January 2021 was made in view of the limitations imposed by the pandemic, and to ensure that the local newspaper would be operating so that it could report on the consultation and encourage participation.
17. The consultation provided the opportunity for the public, town and parish councils, Area Board and others to comment on the scheme and the options. Other organisations, including the Environment Agency, Natural England, Highways Agency, were also invited to comment as part of the consultation.
18. It should be noted that the consultation was not intended to be a public 'vote' for the most popular route or option. There are many factors to be considered in determining the preferred option, including the objectives, landscape, archaeology, ecology, air quality, flood risk, environment including climate change impact, cost and benefits. The preferred option may be a variation of those consulted on as the design will inevitably be refined in response to the consultation.
19. The options need to be measured against the Transport Objectives and assessed in accordance with DfT guidance in order to determine the most appropriate option or options to take forward, as well as against the DfT criteria.
20. The options consulted on were:
 - Workplace parking levy (Option 1)
 - Road user pricing (Option 2)
 - Heavy goods vehicle restrictions (Option 3)
 - Rail service improvements (Option 4)
 - Bus service improvements (Option 5)
 - Walking and cycling improvements (Option 6)
 - Improvements to the existing A350 (Options 7a, 7b and 7c)
 - Short bypass routes (Options 8a, 9a, 9b, 9c, 10a and 10b)
 - Long bypass routes (Options 8b, 10c and 10d)
21. As this was the initial consultation on the options for the scheme, it was considered important that the widest range of options should be consulted on at this early stage, even though the emerging assessment work indicated that some were going to be more successful than others at meeting the transport objectives.
22. The public consultation documents and supporting information were available to view on the Council's website and can still be viewed at:

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

The webpage provided a short introduction to the scheme and a link to the 'Melksham Bypass Information Pack', which described the background to the scheme and set out the scheme preparation process, indicating that the scheme

was at a very early stage of its development and would be the subject of further informal and formal consultation should it proceed.

23. The aims of the non-statutory consultation were to:
- successfully 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 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.
24. The document described the existing situation and why there was considered to be a local need for the scheme, as well as setting out the wider strategic priorities for the Western Gateway Strategic Transport Body. It also described the option assessment criteria to be applied in terms of Strategic, Economic, Financial, Management and Commercial cases.
25. The emerging findings so far were described, which indicated that the demand management measures (Options 1, 2 and 3) were unlikely to adequately address the key issues and scheme objectives, especially in terms of reduced journey times and regional connectivity, and these options were likely to present challenges around acceptability.
26. The public transport, walking and cycling measures (Options 4, 5 and 6) were unlikely to deliver the scale of impact required against the objectives of reduced journey times and regional connectivity on their own. However, it was acknowledged that there would be potential for these options to be considered alongside the road-based ones as potential complementary measures.
27. The emerging findings in connection with improvements to the existing A350 (Options 7a, 7b and 7c) indicated that the scale of improvement 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 other road-based options, there would be less direct landscape and visual impact and less loss of greenfield land, but severance issues, noise and air quality on the existing A350 would not be directly addressed and compared to the likely scale of benefits it was considered that this option would offer a lower overall value for money than other options.
28. The emerging findings in connection with the short bypass and full bypass options were also described. The results of the initial assessment of the options were provided based on the anticipated impact and examples of the potential complementary walking and cycling measures were described.

29. A separate document 'Melksham Bypass information on Options 7 to 10' provided descriptions of the individual route corridors being consulted on and an initial assessment against the strategic, economic, environment, social, financial and management factors.
30. The webpage also included the legacy documents prepared in connection with the SOBC, and a list of Frequently Asked Questions. During the consultation period there was an on-line questionnaire that could be completed.

Response to the consultation

31. There were 175 letters and emails in response to the consultation, and 1,018 responses to the on-line questionnaire. A summary of the responses was prepared (see **Appendices 1 and 2**).
32. The local town and parish councils were consulted and made comments regarding the scheme and their preferences on options:
 - (i) Melksham Town Council preferred an eastern route, but not one that incorporated Eastern Way.
 - (ii) Melksham Without Parish Council preferred an eastern route which did not have an environmental impact upon the community of Bowerhill.
 - (iii) Seend Parish Council thought that Option 8b should not be discounted and raised some concerns about Option 10c should it be adopted. Option 10d was considered to have the most detrimental effect.
 - (iv) Semington Parish Council was not in favour of Option 8b because of the environmental impact and would object to Option 10d. It considered Option 10c to be the least worst option.
 - (v) Great Hinton Parish Council felt that Option 10d was the worst possible one in every way and Option 10b to be the best by far.
 - (vi) Steeple Ashton Parish Council agreed that a bypass for Melksham is desirable, but the route had no direct impact on the parish.
33. Comments were received from Natural England about Spye Park Site of Special Scientific Interest (SSSI), Canal and Rivers Trust regarding the canals, and from the National Trust regarding Lacock. TransWilts commented on the importance of access to Melksham Station and the British Horse society on the importance of bridleway and rights of way. The comments from the organisations identified factors that would need to be considered in developing the proposals further.
34. The majority of the questionnaire responses received were from individuals (962) with a small number from businesses or organisations (42). Most of the responses were local with 886 (92%) being from Melksham or within five miles.

The responses from businesses and organisations responding were also predominantly locally based.

35. Most respondents supported the need for an improvement to the A350 at Beanacre and Melksham (594 Yes/406 No).
36. The main concerns about the current situation on the A350 in Melksham and Beanacre were about walking and cycling facilities (56.6%), landscape and scenery (50.4%) and traffic congestion and delays (50.2%).
37. Those not supporting the need for an improvement gave various reasons but the most frequently mentioned were:
 - Adverse effect on land and countryside (110)
 - Existing road works well (67)
 - High cost of scheme (48)
 - Bypass not needed (44)
 - Concern about more houses in Melksham (43)
38. Of the non-road options, based on the first choice of option, the most preferred options were:
 - Option 6 – Walking and cycling (41.2%)
 - Option 4 – Rail Improvements (37.3%)
 - Option 5 – Bus Improvements (32.3%)
39. Option 2 – Road User Pricing and Option 1 – Workplace Parking Levy had the least support of any option (6.7% and 6.5%).
40. Of the road options the most preferred options based on the first choice were:
 - Option 7a – Existing road northern section (31.0%)
 - Option 10c - Long eastern bypass (30.8%)
 - Option 7b – Existing road central section (29.9%)
 - Option 7c – Existing road southern section (27.8%)
 - Option 10d – Longest eastern bypass (20.8%)
41. Of the road options the western routes – Options 9a, 9b and 9c had the least support (11.9%, 11.0% and 10.8%).
42. The reasons given for choosing Options 1 to 6 were mainly that they would provide an alternative to the use of the car, would discourage car use, or would have less impact on the landscape and environment.
43. The main factors influencing choice of route option were generally the potential impact on the countryside and residential properties. There were a range of other factors given, including cost, effectiveness, adverse effects of alternative routes, and the potential or otherwise for in-fill housing development.

44. Most responses would like to see more facilities for walking and cycling within Melksham come forward as complementary measures to a potential A350 Bypass (Yes 682 / No 318). There were a variety of suggestions and requests made, including about the standards of walking and cycling infrastructure, facilities required to encourage walking and cycling, and suggestions for routes.
45. Other matters that were raised frequently in the questionnaire responses included the potential adverse effect of options on the countryside, concern about additional housing as a result of the scheme, the reduction in traffic following Covid-19, the effects on wildlife and biodiversity, the impact on residential areas and their access to open spaces, and that the journey time savings do not justify a scheme.
46. There were 175 letters and emails received in response to the consultation, which generally reflected similar views and concerns to those raised in the questionnaire responses described above.
47. There were letters and emails regarding specific route options, with many indicating that Option 10d was not considered to be a suitable option (89), because of its adverse effect in terms of countryside (74), wildlife (57), cost (45), canal (33), tourism (28) and flooding (23).
48. An alternative route option, three variations of the consultation options and alterations to the existing road were suggested in the questionnaires or correspondence and these have also been considered.

Review of Consultation

49. The public consultation was successful in obtaining the views of the town and the local parish councils.
50. There appears to have been a good response from the public despite the limitations caused by the pandemic. However, it should be noted that a large majority of the responses were from local residents and businesses and may not necessarily represent the views of the public or businesses that may make use of a Melksham bypass.
51. Organisations, including statutory bodies, responded to the consultation and commented on specific aspects of the scheme, and outlined factors to be considered as the scheme develops. Further discussions will be taking place with them as the design and assessment work continues.
52. There was some engagement with landowners, especially in connection with the walk-over surveys, but in view of the wide range of options and large area covered there were not detailed discussions about potential impacts or mitigation measures at this stage. These would be anticipated to take place in the next round of consultations as the scheme details are developed in more detail.

53. The consultation on road options was based on wide route corridors at the initial stage, and there were requests for more information in order to determine the exact routes relative to particular features or properties, which was not feasible at that early stage. There was also interest in what arrangements would be made regarding rights of way, side roads and private accesses.
54. The response to the consultation was predominantly local, and the strategic objectives of the scheme may not have been fully communicated and understood. Some respondents were under the impression that the only purpose of the scheme was to provide traffic relief for Beanacre, which the scheme may do, but it should be noted that the primary objectives are transport related, especially in connection with the major road network.
55. Further informal consultations on the scheme are proposed which should increase awareness and knowledge of the scheme both locally and over a wider area before the formal consultation processes start. They will also provide the opportunity for the public and organisations to make further comments on the short list of options which have been investigated in more detail.

Options Assessment – Initial Sift

56. Further assessment work has been undertaken on the 'long list' of options which were consulted on, informed by the results of the consultations and walk over surveys. The options have been reviewed to better understand potential impacts and benefits and a sifting process has taken place. An Options Assessment Report (OAR) is being prepared which will summarise these findings and a draft version will be available on the Council's website during the next round of consultation.
57. The OAR will set out the full consideration of the issues the scheme is intended to address, the potential options and an assessment of these against key criteria such as: fit with scheme and wider objectives; economic, social and environmental impacts; affordability; and value for money. It will outline the current situation and the strategic policy context, including the transport policies and future housing and development within the A350 corridor.
58. An initial sift of the previously identified options was undertaken taking into account the strategic fit with scheme objectives, the fit with wider strategic outcomes and viability and acceptability. This enabled unsuitable options to be identified and discarded. A two stage further assessment process was then undertaken on the remaining options to identify a short list of options to be the subject of a full appraisal.
59. The initial sifting process indicated that whilst the introduction of a work place parking levy or road user charging (Options 1 and 2) would be a means of encouraging the use of public transport and active travel they would not meet the transport objectives and had little public support.

60. The environmental impact of heavy goods vehicles is a concern locally and restricting HGVs on the A350 (Option 3) would reduce traffic on the current A350 route but it would not be feasible without a viable alternative route being available. The A350 provides the main link from the M4 and the Strategic Road Network to the towns in west Wiltshire and the movement of these vehicles is vital for the local economy and supplying the needs of the community. It was concluded that this option does not meet the transport objectives for the scheme.
61. Improvements to train services (Option 4) clearly had a high level of support locally in the consultation response, especially in view of the limited services currently available. This option demonstrates a good fit with the wider outcomes but the scale of impact likely to be realistically achievable is not expected to be of the magnitude required to address the identified problems. Increasing service frequencies significantly could require major railway infrastructure improvements, including double track the outcome and delivery are not within the Council's control. Whilst it could be progressed separately it is not considered a viable option to meet the current transport objectives for the scheme.
62. Improvements to bus services (Option 5) also had a high level of support locally in the consultation response. However, the relatively frequent half-hourly bus services on the main routes provide limited scope for further improvements without significant ongoing revenue support. It was not considered to be a viable option to meet the current transport objectives for the scheme.
63. Improvements to walking and cycling (Option 6) had the highest level of local support, and there appears to be some scope for active travel to replace local car journeys, and possibly more importantly to provide exercise and leisure opportunities if suitable facilities are available. It was concluded that improvements to and walking and cycling were unlikely to meet the objectives in themselves but could complement other options and should be progressed in conjunction with the scheme.
64. The improvement of the existing road (Options 7a, 7b and 7c) had more support than the other road options, especially from those opposed to a bypass solution or concerned about the effect of a bypass on the countryside. Improving the northern section of the existing route through Beanacre (Option 7a) would be particularly challenging because of the constraints of the properties lining the road.
65. Dualling the A350 Western Way section of the route (Option 7b) would offer less technical challenges because widening to the west of the existing road should be feasible, and the southern section (Option 7c) already has land available from the previous Semington Bypass scheme. The online improvements were identified as being unlikely to deliver the scale of impact required but had support in the public consultation and could potentially be less expensive than other routes so were taken forward to the next stage.

66. Of the bypass routes, the western options (Options 8a, 8b, 9a, 9b and 9c) had less local support than the other route options. It was noted that the inner western routes (Options 9a, 9b and 9c) have particular technical issues and limited public support. Seend Parish Council thought that Option 8b should not be discounted, but Semington Parish Council was not in favour of that option. In view of the technical assessments and consultation responses it was not proposed to include the inner western routes (Options 9a, 9b and 9c) in the next stage of the sifting process, but Options 8a and 8b would be considered further.
67. The short eastern routes (Options 10a and 10b) would be the cheapest options, would bypass the narrow northern section of the existing route and would make use of existing roads. The short eastern routes had marginally more public support than the western routes, but less than the longer eastern routes. Great Hinton Parish Council considered Option 10b to be the best route by far. Melksham Town Council favoured an eastern route, but it did not favour one that would connect to Eastern Way as Options 10a and 10b would.
68. The long eastern bypass (Option 10c) had more public support than the other off-line bypass routes and performs well in terms of value for money and effectiveness. A similar route was identified in the SOBC as a viable route and this has been confirmed by the further assessment work recently undertaken.
69. The Town Council favoured an eastern route. Melksham Without Parish Council also favoured an eastern route but not one which would have an environmental impact upon the community of Bowerhill. Seend Parish Council raised some concerns about Option 10c.
70. The longest bypass route (Option 10d) was included in the route options for public consultation following a request made at the Melksham Area Board meeting on 4 March 2020. From the consultation response the route did have some public support as it was considered to be furthest from most residential properties and provided a full bypass.
71. Following the initial sift, it was concluded that all of the eastern routes should be considered further.
72. The options taken forward following the initial sifting exercise were:
- Bus service improvements, Walking and cycling improvements (Option 5 and 6) in conjunction with other options
 - Improvements to the existing A350 (Options 7a, 7b and 7c)
 - Western Bypass routes (Options 8a and 9a)
 - Eastern Bypass routes (Options 10a, 10b, 10c and 10d)

Further Options Assessment (Phase 1)

73. The remaining options were subject to further assessment to distinguish the relative benefits and impacts of the options under consideration. It was not intended to necessarily present the absolute performance of an option, although it can provide a useful indication. It considered the strategic, economic, financial, management and commercial aspects.
74. The assessment further assessment indicated that there would be some potential to deliver some capacity and journey time improvements with online options (Options 7a, 7b and 7c) but the scale of impact would be limited.
75. Improvement of the existing road through Beanacre and at the northern end of Melksham to the standard to meet the needs of the major road network would be unlikely to be feasible, especially in terms of traffic capacity without extensive impacts. Without the northern section also being improved there would remain a constraint on traffic flows and speeds on the route, with the environmental and safety problems remaining and worsening over time, and it was not proposed to continue with this option.
76. The Western Bypass routes (Options 8a and 8b) performed well against the primary scheme objectives. However, the shorter route (Option 8a) would require structures for rail, road and floodplain crossings which would result in some adverse landscape and visual impacts due to the scale and the height of the structures. The longer route (Option 8b) also presents a number of delivery complexities with a higher cost.
77. The western options had less public support than the eastern routes, and although Option 8b performed similarly to Option 10c it had a higher cost and greater technical and environmental risk, and on balance it was not considered as favourable to take the western routes forward.
78. The shorter eastern routes (Options 10a and 10b) performed moderately well against the primary scheme objectives, with Option 10a being slightly more favourable. The lower cost of the route means that it would have the potential to offer better value for money with reduced environmental footprint and was considered worthy of further consideration.
79. The long eastern bypass routes (Options 10c and 10d) both perform well against the primary scheme objectives. However, the longer route (Option 10d) would be more expensive and would have additional environmental impacts. There were considerable concerns expressed by some of the public and parish councils about the environmental impact of Option 10d, especially regarding the effects on the Kennet and Avon canal, Semington Brook and the countryside. Seend, Semington and Great Hinton Parish Councils all raised objections or expressed concern about this route. It is proposed to discard Option 10d and consider Option 10c further.

80. The short-listed options taken forward further assessment were:
- Short Eastern Bypass route (Option 10a)
 - Long Eastern Bypass route (Option 10c)
81. The options for bus service, walking and cycling opportunities would be considered in conjunction with these options, and could be developed separately should opportunities arise.

Further Options Assessment (Phase 2)

82. The two short listed route corridors have been developed in more detail since the consultation. Three broadly viable alternative route alignments have been identified for each of the options at their northern end, where there are various routes to connect to the A350 north of Beanacre. The southern ends of the route corridors are more constrained with less scope for alternatives.
83. The route options and variants have been compared using traffic modelling, high level appraisals of environmental impacts, cost and value for money. The journey time savings for the full bypass are considerably greater than for the shorter option, but there are not significant differences between the savings for the various route alignment variants. The adverse environmental impacts of the shorter routes would be less than for the longer route.
84. The cost estimates for the options have included a risk allowance to allow for uncertainties. Whilst the longer options would be more expensive, they would have greater benefit to cost ratios when assessed using the DfT methodology and would be more likely to attract funding. The assessment indicates that the economic case for taking the shorter options to full appraisal is marginal.
85. The public consultation response indicated concerns about severance of the walking and cycling routes between the town and the school with the shorter eastern routes. The use of the local distributor road, Eastern Way, as part of the major road network was also a concern to residents.
86. In view of the outcome of the sifting exercise and taking the public consultation response into consideration it is not proposed to progress further the development of the short eastern bypass options. It is proposed that the full eastern bypass option will be developed to the full appraisal stage. Further design and assessment work will be required on the potential alternatives at the northern end of this route and there would be benefits in carrying out further consultation on these.

Alternative Routes and suggestions

87. In the response to the public consultation some suggestions for alternative routes and variations of the consultation routes were suggested and these have been considered.

88. It was suggested that instead of improving the A350 at Melksham, a new link road should be provided between the A46 and A36 immediately to the east of Bath. This is a scheme which has been considered previously by DfT. It would not be within Wiltshire and would be likely to form part of the strategic road network, which would be the responsibility of Highways England. The scheme would have some merits in transport terms but has previously been discounted on environmental grounds.
89. Whilst it provide an improved north-south route, from the initial assessment of traffic flows it appears unlikely that the A46-A36 link would have a significant impact on A350 traffic flows at Melksham and so is not considered to be a viable option for the current objectives. However, a study into north-south routes in the area is being undertaken by Highways England on behalf of DfT and this option may be considered in that study.
90. Variations of Option 10d were suggested at its southern end. One was to connect directly into the current A350/A361 Littleton roundabout at Semington, rather than to the A361 east of that junction, and the other was for the route to be extended to the south to join the A350 south of the A350/A361 roundabout.
91. Both variants would have some merits in terms of the A350 route, but both would have the same cost issues and environmental issues associated with Option 10d because of the canal and brook crossings. From the assessment work undertaken it is not considered that these variants offer significant advantages, taking into account those cost and environmental impacts, and the concerns raised by some of the public and the local parish councils about Option 10d.
92. An alternative to the routes at the northern end of the scheme was suggested, with the route extended northwards to include a junction at the southern Lacock junction on the A350. It would be likely to require the agreement of the National Trust in view of the status of the land in that area, but it could provide the opportunity to reduce traffic in Lacock and improve access to the National Trust car park, and was considered worthy of further investigation and consultation.
93. In response to the consultation there were comments made about issues at the existing traffic signal-controlled junctions at Aldi/McDonald's and Asda, and it was suggested that right turn movements off the A350 should be banned at these locations. Unfortunately, this would increase U-turning traffic at the Farmers Roundabout junction, which would delay traffic seeking to enter that roundabout and reduce capacity. Overall, such changes would be likely to reduce capacity and increase traffic delays on the network, especially at peak times.
94. When the alterations to Farmers Roundabout were made these options were investigated but it was concluded that their effects would be detrimental, and they were not included in that scheme. The traffic signals at Farmers Roundabout, Asda and A365 Bath Road are linked and operate to maximise

capacity at the junctions. Further changes to traffic signal phasing and timings may reduce delays for some movements but would not increase overall capacity and would increase delays for others.

Traffic

95. The traffic counts used in the development of the scheme options for public consultation were the most recent available at the time. The Covid-19 pandemic, with its associated travel restrictions and lockdowns, changed traffic flows considerably during 2020. It was suggested in some of the responses to the consultation that travel patterns in the future would change permanently as a result of increased working from home and this would reduce the need for road improvements such as Melksham Bypass.
96. After the first lockdown in March 2020 traffic flows, including hgv traffic, did reduce considerably, but during the summer they slowly started to increase towards previous levels. In the subsequent lockdowns the traffic reductions were not as great and hgv flows were not affected to the same degree as businesses adapted to the new circumstances.
97. There does appear to have been some reduction in morning peak hour flows, probably as a result of increased home working, but the longer-term effect on traffic has not been as significant as some believed it would be. Overall, it appears less likely that there will be a large reduction in traffic in the long term following the pandemic, but this may depend on economic conditions and future growth.
98. The DfT will be reviewing and revising traffic growth forecasts from time to time, especially in the light on any changes following the impact of the pandemic, and any scheme will have to be reassessed using those forecasts. Initial indications are that improvements would still be justified at Melksham based on current information, but this will be kept under review.

Potential Scheme Benefits

99. The potential scheme benefits have been reviewed following the initial public consultation to ensure that any proposals being taken forward are likely to deliver the benefits originally envisaged.
100. The Scheme forms part of the Western Gateway Sub National Transport Body's Strategy to improve connectivity between M4 and the South Coast. A range of strategic transport priorities have been established which will assist economic performance by improving labour market efficiency, increasing business and economic connectivity, providing access to international gateways and enabling development within the corridor.

101. The scheme is forecast to deliver strategic benefits including:

- Helping unlock the potential of the south coast and facilitate greater economic alignment between the north and south of the Western Gateway by providing improved strategic connectivity from the M4 and A303 corridors to the south coast.
- Potential to help realise local growth ambitions and forge significant agglomeration benefits by removing one of the barriers to more efficient north and south travel in the Western Gateway area.
- Creating a more reliable, less congested, and better-connected transport network that works for the users who rely on it.
- Providing a well-connected, reliable and resilient transport system to support economic and planned development growth at key locations.
- Supporting and helping to improve the vitality, viability and resilience of Wiltshire's economy and market towns.
- Providing transport infrastructure to support new housing in the western Wiltshire corridor.
- 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.
- Supporting and promoting a choice of sustainable transport alternatives.
- Reducing the level of air pollutants, carbon dioxide and other greenhouse gas emissions from transport, thereby contributing to the Council's carbon reduction targets.
- Improving safety for all road users and reducing the number of casualties on Wiltshire's roads.

102. Significant localised benefits are anticipated to accrue from a parallel package of transformational improvements including:

- Improving access to the railway station from the town and residential areas.
- Improving walking and cycling routes from the town to the south and Semington.
- Improving walking and cycling routes for leisure use by connecting existing routes.
- Improving air quality, physical and mental well-being by reducing traffic and traffic noise on the existing A350 through Beanacre and Melksham.
- Improving access to local services, shops, amenities and schools with the removal of through traffic.
- Reducing severance impacts on communities in Beanacre and northern Melksham caused by high traffic volumes and encouraging HGVs to use more suitable routes.
- Improving localised air quality by shifting traffic and pollutants away from sensitive receptors, especially residential areas.
- Generating opportunities for public realm schemes following the diversion of traffic.

103. It appears likely that the options being consulted on in the next stage would be capable of delivering the benefits anticipated for the scheme.

Next Stages

104. The next stage in the scheme development is to undertake a consultation on the short list of options. This will provide the opportunity for the public, town and parish councils, Area Board and others to comment on the more detailed proposals. Other organisations, including the Environment Agency, Natural England, Highways Agency, will also be invited to comment again as part of the consultation.
105. Depending on any Government COVID-19 restrictions at the time, we will look to hold one or more face to face events, although the consultation will primarily be held online. The opportunity will also be provided to submit written comments by letter, email, or through an online form, and members of the public will be able to digitally access consultation documents on the council website, or view printed copies at the town's library, if restrictions allow at the time. The opportunity will be offered to the town and parish councils, and the Area Board, to attend virtual meetings or to hold webinars to explain the scheme and the options to them should they wish. The possibility of providing display boards in the library or other location will be considered if it is appropriate at the time.
106. The intention is to provide greater detail on those options being taken forward now that they have been developed in more detail following the first consultation and the recent assessment work. This will include more details on the road alignment with larger scale mapping, indications of potential rights of way alterations and landscaping.
107. As with the first consultation on the scheme, the proposed consultation would not be a public 'vote' for the most popular route or option. There are many factors to be considered in determining the preferred option, including meeting the transport objectives, landscape, archaeology, ecology, air quality, flood risk, environment, cost and benefits. The preferred option could be a variation of the options to be consulted on as the design will be refined in response to the consultation.
108. The consultation would provide the opportunity to gather additional information on the scheme and its potential impacts and help identify mitigation measures. The views of organisations with specialist knowledge of the area will be particularly important in helping to refine the proposals.
109. The assessment of scheme options will be in accordance with DfT guidance, primarily as set out in DfT's Transport Analysis Guidance (WebTAG). The OBC for the scheme will have to make the case for obtaining DfT funding as the Council would not be able to fund a major scheme of this type from its own resources. The preparation of the OBC will require the consideration of the strategic, economic, financial, management and commercial cases.

110. It is anticipated that the OBC will be submitted for approval to the DfT later this year, and the scheme would then be designed to planning application stage, when the proposals would be the subject of formal consultations. The statutory orders would be prepared to enable the compulsory purchase of land if required and to make alterations to side roads and private accesses. With a scheme of this size it is expected that there would be a public inquiry in connection with the statutory orders.
111. Subject to successful progress through the statutory procedures, construction could start in 2024, with the scheme opening in 2027.

Overview and Scrutiny Engagement

112. The scheme is still at an early stage of its development. Future progress on the project will be reported to the Environment Select Committee in connection with the annual report made on the highways service.

Safeguarding Implications

113. There are no safeguarding implications.

Public Health Implications

114. The scheme could improve the highway network significantly in the local area and has the potential to improve road safety and reduce the number killed and seriously injured on our roads. The potential reduction in injury collisions and road safety implications would be considered in assessing the scheme.
115. The removal of through traffic from residential areas could reduce traffic noise and air pollution with consequent health benefits for residents, but the options could have the potential to introduce traffic into previously unaffected areas and may have other detrimental effects. The options assessment and business case for the scheme will take these impacts into consideration.
116. Reduced traffic on some of the existing roads could provide the opportunity to provide improved facilities for walking and cycling to encourage active travel and healthier lifestyles. The potential for improved walking and cycling provision is being considered at the earliest stage of the scheme development and could be included in the scheme or promoted separately.

Procurement Implications

117. The Melksham Bypass would be a major construction project. The exact procurement arrangements may depend on the final details of the scheme, and at this stage it is too early to confirm the likely procurement process to be followed. The procurement strategy is being developed as part of the OBC preparation, and would include consideration of opportunities for advanced works, staged construction and specialist contracts.

118. It is anticipated that the scheme would be largely funded by the DfT and procurement would be carried out to meet the DfT requirements, using standard documentation where available, and in accordance with the Council's own procurement rules.

Equalities Impact of the Proposal

119. Equality impact assessments will be undertaken in accordance with the DfT guidance as the scheme is developed and will be used to inform option selection and scheme assessment.
120. It is anticipated that scheme options may have different implications for different groups. The public consultation and ongoing assessment work should help identify these so that they can be considered in preparing the business case for the scheme.

Environmental and Climate Change Considerations

121. The Melksham Bypass would be a major transport improvement, which would be likely to reduce journey times and vehicle operating costs on the A350 and at the associated junctions. The reduced congestion, better facilities for active travel, and improved road safety would be expected to reduce energy consumption as a result of the scheme. This is will depend on the final proposals and will be assessed as part of the options appraisal process.
122. The scheme is likely to involve major civil engineering works, with the use of large plant and equipment and the energy consuming manufacture of materials, especially concrete and asphalt. There would be scope for the use of energy efficient plant, materials and processes to reduce the carbon footprint of the construction stage of the scheme. The impact would be considered in the light of emerging policies and strategies at government and local level.
123. The scheme would include environmental mitigation measures, including landscaping proposals, sustainable drainage schemes, and environmental protection measures to control potential incidents as a result of collisions. A road designed to modern standards with appropriate environmental protection measures is likely to be less of an operational risk to the environment and people than the existing road.
124. The potential effects of climate change will be taken into account in the design of the scheme. This would include making allowances for increased rainfall and flood risk, as well as the use of more durable materials to provide resilience in connection with increased temperatures and other impacts of climate change.

Risks that may arise if the proposed decision and related work is not taken

125. Should the decision be made to not proceed with the scheme, the opportunity to obtain significant government investment in the county would be lost. The existing problems on the A350 at Beanacre and Melksham would remain, and the situation would be expected to deteriorate because of anticipated future traffic growth.

126. Not undertaking further informal consultations on the route options at this stage could mean that potentially all the information required to inform the OBC would not be available. This could lead to incomplete information for later stages of the scheme development and would not be in accordance with the DfT guidance for major schemes. There are other formal consultation stages, including at planning application and in connection with the statutory orders, but it is considered that continuing non-statutory consultation is vital in the development of major projects.

Risks that may arise if the proposed decision is taken and actions that will be taken to manage these risks

127. There is a risk that after identifying a route and taking it to the planning application and statutory orders stage, the scheme does not proceed because funding is no longer available, or if the statutory orders are not confirmed. Consideration will be given to the risks associated with progressing the scheme at the various stages of its development. Risk management is an important consideration with schemes of this type and processes are in place to manage the associated risks.
128. If it is agreed to undertake further public consultation on the short list of route options, it should be noted that the Council would have to reveal the routes on property searches, which could lead to concerns from home owners about potential difficulties in selling properties. In order to limit this potential adverse impact, it would be helpful to adopt a preferred route as soon as possible to reduce the uncertainty.

Financial Implications

129. The report to Cabinet in May 2020 recognised that most of the funding for the scheme would be provided by the DfT, with £1.33 million currently awarded by the DfT to prepare the OBC for the scheme. The report identified Council funding of £0.66 million to contribute to this stage of the scheme development.
130. The indications are that the currently identified funding resources will be adequate to progress the scheme to the OBC stage. It is anticipated that the successful acceptance of the OBC by DfT would result in an award of further funding to progress the scheme to Full Business Case (FBC), which would include the planning and statutory processes and the contract procurement.

Legal Implications

131. There is no legal requirement to undertake public consultation at this stage. However, undertaking a consultation on the developing route options ensures that the Council captures all information potentially required to inform preferred route selection. It also ensures that information is available for later stages of the scheme development and is in accordance with the DfT guidance for major schemes.
132. There are formal consultation stages, including at planning application stage and in connection with the statutory orders, but it is considered that informal consultation during the early stages is a vital stage in developing major projects.

133. The adoption of a Preferred Route for the scheme is an important stage in developing a scheme of this type. It should be noted that in certain circumstances this could result in blight claims if land is adversely affected by the scheme. Any such claims would be considered on their merits should they be received but are unlikely to be successful at this early stage when the proposals are not certain.
134. The scheme could be the subject of Compulsory Purchase Orders (CPO) under the Highways Act 1980 should it not be possible to acquire the necessary land and rights from owners by agreement. It is also likely that the scheme would require Side Roads Orders (SRO) in order to make alterations to minor roads, rights of way and private accesses needing to be altered to accommodate the scheme.
135. Objections to the CPO (should they be required) and SRO statutory orders could result in the Secretary of State (SoS) requiring a public inquiry to be held. The Inspector's report would be considered by the SoS in determining whether or not to confirm the orders.

Workforce Implications

136. There are no immediate workforce implications in undertaking public consultation or developing the A350 Melksham Bypass. A small major highway projects team has been established in the Council, which works closely with the Council's consultants who have the specialist knowledge and expertise required for a scheme of this type.
137. In the longer term, if the project proceeds through the detailed design and construction stages, it is likely that there would be significant training opportunities for the Council's technical staff with good opportunities to broaden their experience.

Options Considered

138. A wide range of options for the scheme were consulted on in the first round of public consultations, including road and non-road options. The assessment work undertaken indicates that the non-road options would not meet the transport objectives for the scheme, but they could be progressed separately. The potential DfT funding for the scheme is for an improvement of the MRN and funds could not be diverted by the Council for other purposes.
139. The improvement of the existing road is constrained through Beanacre and to the north of Melksham by properties adjacent to the road. Improving this section of the existing route to the standard required for a major road to carry the volume of traffic predicted is not considered to be feasible or desirable.
140. The western routes for a bypass did not offer significant cost, operational or environmental benefits when compared to the eastern routes and had less public support than the eastern routes.

141. The eastern routes generally performed well in operational and cost terms, with varying environmental implications. The longest eastern route (Option 10d) and the variants suggested were the most expensive and had greater adverse environmental impact, and it is not proposed to short list that option.
142. The initial consultation comments included suggestions for walking and cycling improvements which could be included as part of the scheme or progressed separately. These will be investigated further.

Conclusions

143. The A350 Melksham Bypass is a Large Local Major scheme which has been awarded development funding by the DfT to take it to OBC stage. It would be a major improvement to the important A350 route which provides vital transport links between the M4 and the towns of western Wiltshire.
144. The initial assessment work and consultations indicate that it should be possible to develop a viable scheme. In order to develop the options further it is proposed to carry out further public consultation on a short list of options to inform the preparation of the OBC.

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Date of report – 24 May 2021

The following documents have been relied on in the preparation of this report:

None

Appendices

Appendix 1 – Melksham Bypass Report on Public Consultation

Appendix 2 – Melksham Bypass Report on Public Consultation Appendices

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Proposed A350 Melksham Bypass

Public consultation report

The consultation had 1,018 online responses and more than 175 letters and e-mail submissions.

Introduction

The A350 Melksham Bypass was one of the nine projects identified as priorities by the Western Gateway Strategic Transport Body, which recognised the regional importance of the A350 as a north-south route.

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 daily traffic volumes generally above 35,000 vehicles per day, and heavy goods vehicles accounting for around 8% of all vehicles.

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

Transport objectives

The transport objectives of the scheme were confirmed by the Council's Cabinet on 13 October 2020 and are to:

- (i) 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.
- (ii) Reduce journey times and delays on and improve journey reliability on the following routes through Melksham and Beanacre:
 - A350 South – A3102
 - A365 West – A365 East
 - A350 South – A365 West
- (iii) 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.
- (iv) Reduce personal injury accident rates and severity for the A350 and Melksham as a whole, to make the corridor safer and more resilient.
- (v) 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.

Public consultation

The first stage in the scheme development included undertaking a non-statutory consultation on a long list of options. This provided the opportunity for the public, town and parish councils, Area Board and others to comment on the scheme and the options. Other organisations, including the Environment Agency, Natural England, Highways England, were also invited to comment as part of the consultation.

Because the COVID-19 pandemic prevented face to face consultation events, it was primarily an online consultation, although the opportunity was also provided to submit written comments. The consultation was launched at the Melksham Area Board on 4 November 2020. An initial online presentation was given to Seend Parish Council on 27 October 2020 and to Melksham Town Council on 23 November 2020.

While it was not possible to hold an exhibition at the library or town hall as would normally be the case, the use of social media, television and radio coverage, and the increase in the use of online consultations have helped. An extension to the consultation period end from the end of November to 17 January 2021 was made in view of the pandemic limitations, and to ensure that the local paper would be operating again so that it could report on the consultation and encourage participation.

The options being consulted on were:

- Workplace parking levy (Option 1)
- Road user pricing (Option 2)
- Heavy goods vehicle restrictions (Option 3)
- Rail service improvements (Option 4)
- Bus service improvements (Option 5)
- Walking and cycling improvements (Option 6)
- Improvements to the existing A350 (Options 7a, 7b and 7c)
- Short bypass to the west and east (Options 8a, 9a, 9b, 9c, 10a and 10b)
- Long bypasses to the west and east (Options 8b, 10c and 10d)

This was the initial consultation on the potential options for the scheme, and it was considered important that the widest range of options should be consulted on at this preliminary stage, even though the emerging assessment work indicated that some were going to be more successful than others at meeting the transport objectives.

Public consultation documents

The public consultation documents and supporting information were available to view on the council's website and can still be seen at:

www.wiltshire.gov.uk/highways-a350-melksham-bypass

The webpage provided a short introduction to the scheme and links to the 'Melksham Bypass Information Pack', which described the background to the scheme and set out the scheme preparation process, indicating that the scheme was at a very early stage of its development and would be the subject of further informal and formal consultation should it proceed.

It was stated that the aims of the non-statutory consultation was 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 document described the existing situation and why there was considered to be a local need for the scheme, as well as setting out the wider strategic priorities for the Western Gateway Strategic Transport Body. It also described the option assessment criteria to be applied in terms of Strategic, Economic, Financial, Management and Commercial cases.

The emerging findings so far were described, which indicated that the demand management measures (Options 1, 2 and 3) were unlikely to adequately address the key issues and scheme objectives and these options were likely to present challenges around acceptability.

The public transport, walking and cycling measures (options 4, 5 and 6) 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 road-based options as potential complementary measures.

The emerging findings in connection with improvements to the existing A350 (Options 7a, 7b and 7c) indicated that 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. However, severance issues and noise / air quality on the existing A350 would not be directly addressed.

The emerging findings in connection with the short bypass and full bypass options were also described. The results of the initial sifting of options were provided based on the anticipated impact, and examples of the potential complementary walking and cycling measures were described.

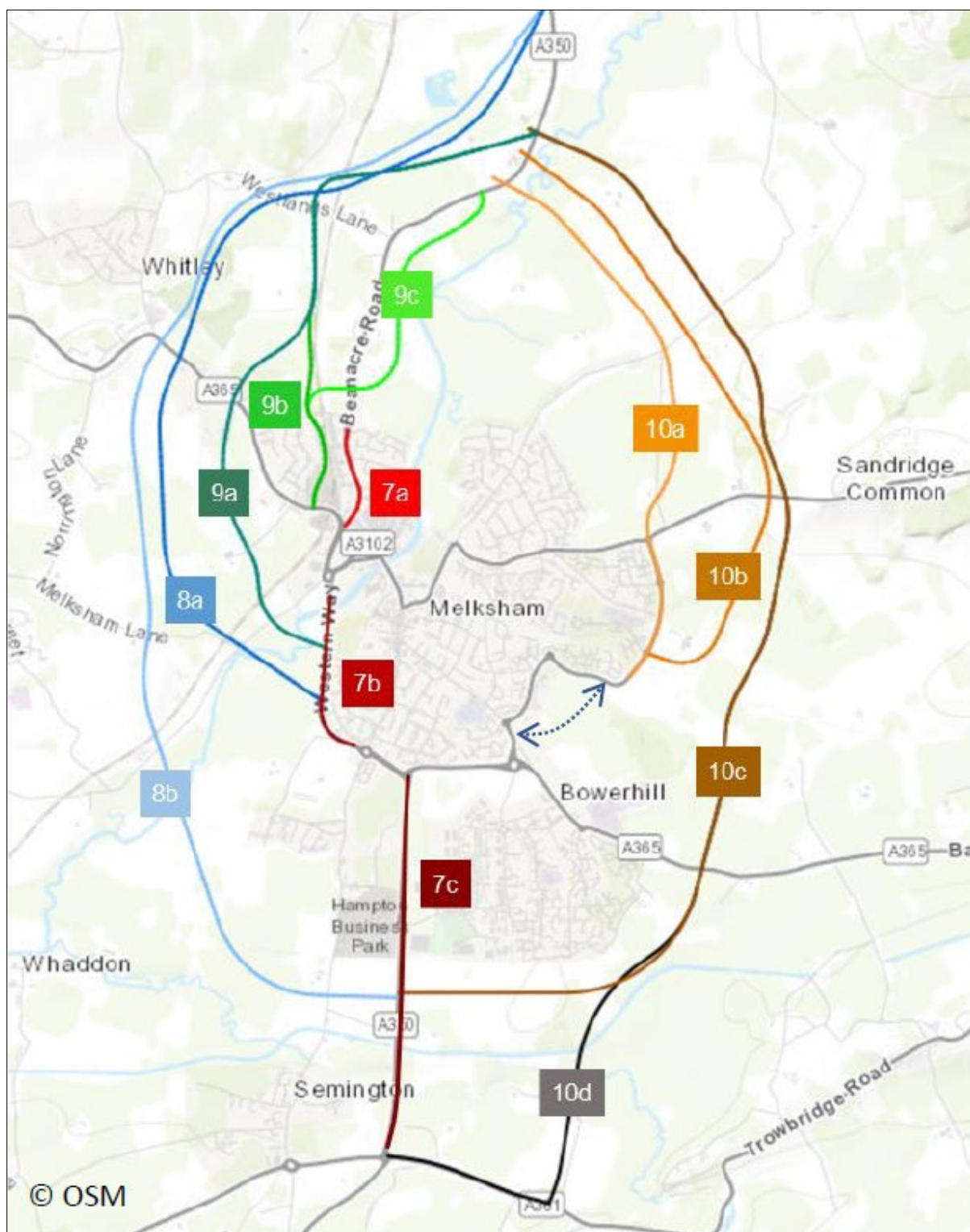
A separate document 'Melksham Bypass information on Options 7 to 10' provided descriptions of the individual route corridors being consulted on and an initial assessment against the strategic, economic, environment, social, financial and management factors.

The webpage also included the legacy documents prepared in connection with the Strategic Outline Business Case (SOBC), and list of Frequently Asked Questions.

During the consultation period there was an online questionnaire that could be completed.

The plan below is an extract from the consultation material showing the various routes under consideration.



Bypass route options

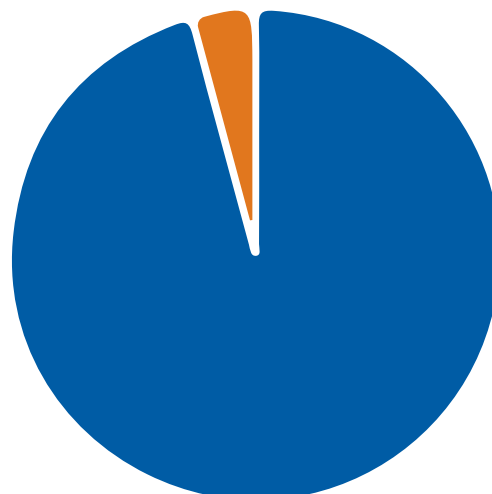


Note – Indicative of potential route corridors only – this does not denote specific road alignments at this stage.






Responses to the online consultation

1. Are you responding on behalf of yourselves or a business or organisation?

 You	962
 A business or organisation	42







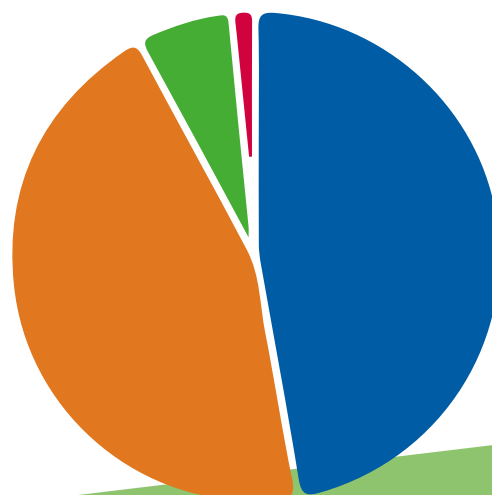
2. How old are you?

 Under 18	8
 19-30	85
 31-44	226
 45-59	345
 60+	294



3. Where do you live?

 In Melksham	454
 Within 5 miles of Melksham	432
 Elsewhere in Wiltshire	61
 Outside of Wiltshire	15



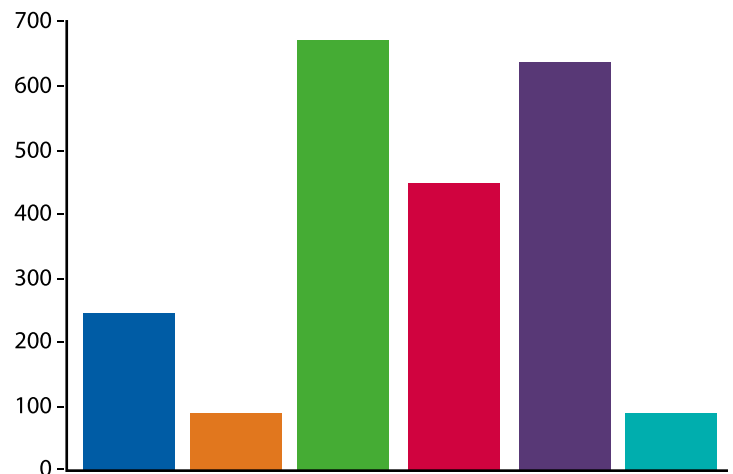
4. Where is your business based?

There were 42 responses from businesses with the majority of them being local from Melksham, Bowerhill and adjacent areas:

Location	Number
Bowerhill	12
Melksham	10
Shurnhold	3
Chippenham	2
Lacock	2
Shaw	2
Whitley	2
Atworth	1
Devizes	1
Frome	1
Royal Wootton Bassett	1
Trowbridge	1
Broughton Gifford	1
Other	3

5. How do you currently use the A350 through Melksham?

● Business use	243
● School run	92
● Shopping	670
● Commute	449
● Recreation	633
● Other	93



6. When do you mainly use the A350 through Melksham?

● Morning peak hrs	460
● Evening peak hrs	427
● Other times on weekdays	695
● Weekends	674
● Other	18



7. How concerned are you about the current situation on the A350 in Melksham and Beanacre with regards to:

	Very concerned	Somewhat concerned	Neutral	Somewhat unconcerned	Very unconcerned
Road safety	20.9%	23.3%	23.6%	14.0%	18.2%
Traffic congestion and delays	30.1%	20.1%	18.9%	15.2%	15.6%
Impact of traffic on residential properties	26.6%	21.9%	23.3%	12.2%	16.0%
Landscape and scenery	25.3%	25.1%	22.0%	12.4%	15.1%
Employment and businesses	11.1%	21.4%	35.1%	16.7%	15.8%
Walking and cycling facilities	30.5%	26.1%	22.4%	9.3%	11.6%

8. Do you support the need for an improvement to the A350 at Beanacre and Melksham?

● Yes	594
● No	406



9. If no, please state why

397 responses

Please refer to appendices for all comments

10. Thinking about the options that you would most like to see come forward, please rank in order of preference:

Most preferred ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 least preferred

	1	2	3	4	5	6	7
1 Workplace parking levy	6.5%	5.4%	6.7%	13.1%	10.3%	9.4%	48.7%
2 Road user pricing	6.7%	3.1%	7.1%	11.1%	8.4%	9.6%	54.1%
3 HGV restrictions	27.2%	11.4%	13.6%	14.8%	10.2%	8.0%	14.8%
4 Rail improvements	37.3%	15.2%	15.5%	10.8%	5.8%	4.5%	11.0%
5 Bus improvements	32.3%	17.7%	15.1%	13.3%	6.6%	4.7%	10.4%
6 Walking and cycling improvements	41.2%	16.1%	14.5%	9.5%	7.0%	3.3%	8.6%
7a Improvements / upgrade to existing A350 route	31.0%	10.4%	7.9%	8.4%	5.6%	7.7%	29.1%
7b Improvements / upgrade to existing A350 route	29.9%	11.2%	8.1%	7.3%	6.1%	7.6%	29.8%
7c Improvements / upgrade to existing A350 route	27.8%	9.0%	9.6%	10.2%	5.7%	7.9%	29.8%
8a Short and long; inner and outer western routes	14.9%	9.1%	9.7%	10.0%	6.8%	7.8%	41.7%
8b Short and long; inner and outer western routes	15.9%	8.2%	9.7%	8.2%	6.2%	7.5%	44.3%
9a Short and long; inner and outer western routes	11.9%	6.9%	11.9%	9.1%	8.0%	7.9%	44.4%
9b Short and long; inner and outer western routes	11.0%	6.4%	10.4%	9.8%	8.4%	8.9%	45.3%
9c Short and long; inner and outer western routes	10.8%	6.3%	9.3%	9.9%	8.9%	9.4%	45.6%
10a Short and long; inner and outer eastern routes	17.2%	8.5%	6.8%	12.9%	7.4%	7.3%	39.9%

	1	2	3	4	5	6	7
10b Short and long; inner and outer eastern routes	16.2%	8.7%	8.1%	7.7%	6.8%	7.6%	44.8%
10c Short and long; inner and outer eastern routes	30.8%	8.1%	4.5%	5.0%	3.6%	5.9%	42.0%
10d – Short and long; inner and outer eastern routes	20.8%	10.3%	4.8%	4.6%	4.0%	4.0%	51.6%

11. Why have you chosen your most preferred option?

998 responses

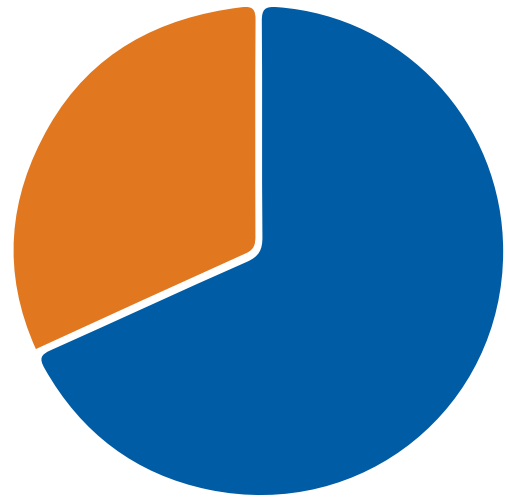
Please refer to appendices for all comments

12. Looking at your most preferred option relative to the others, in your opinion, do you agree that your chosen option improves the following?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Road safety	47.9%	33.7%	15.4%	0.9%	2.1%
Traffic congestion and delays	56.1%	29.6%	11.0%	1.1%	2.2%
Impact of traffic on residential properties	52.3%	25.8%	17.3%	2.1%	2.5%
Landscape and scenery	45.3%	22.4%	22.9%	5.6%	3.8%
Employment and businesses	30.4%	34.8%	30.9%	1.6%	2.3%
Walking and cycling facilities	39.3%	26.3%	29.2%	2.2%	3.0%

13. Would you like to see more facilities for walking and cycling within Melksham come forward as complementary measures to a potential A350 bypass?

● Yes	682
● No	318



14. If yes, what facilities would you like to see?

610 responses

Please refer to appendices for all comments

15. Do you have any further comments about these proposals to improve the A350 in Melksham?

678 responses

Please refer to appendices for all comments

16. How did you hear about this no-statutory consultation?

855 responses, including...

Facebook

Online and melksham news

Melksham Area Board

Town Council Meeting

Email

Newspaper

Written and email responses to the consultation

The town and parish councils, and other organisations were consulted on the proposals and a summary of their comments is included below:

Melksham Town Council

The council's Economic Development Manager reported that the preference of this council is to pursue an eastern bypass route. However, an eastern route which incorporates part of the existing Eastern Way is not desirable as Eastern Way runs through a residential area of the town and is not appropriate for the levels of heavy traffic a bypass would generate. Also incorporating this road as part of the bypass route would involve most children from the town, having to cross the by-pass each day to access the town's Melksham Oak secondary school. This is not desirable.

This council also considers it essential that the consultation results and subsequent development work on the preferred route should be done in partnership with the Neighbourhood Plan Review, The Local Plan Review and the 'Priority for People' work arising from the Movement Working Group – part of the Melksham: 2020-2036 strategic plan. Doing so will ensure the most advantageous outcome for the Melksham community.

Melksham Without Parish Council

The Clerk to the council advised that Melksham Without Parish Council welcomes the investment in transport infrastructure which reduces congestion through the Melksham Without Parish Council area. However, it considers proposals for a bypass to the western side of town to be unadvisable and inappropriate. The appropriate option would be an eastern proposal which did not have an environmental impact upon the community of Bowerhill.

Semington Parish Council

Semington Parish Council requested that the justification for the scheme should be revisited in the post COVID-19 era where working from home is likely to become more established and lead to long-term reductions in traffic volumes. They were concerned that traffic surveys were conducted before the Farmers Roundabout improvement, that increases in costs for the scheme could fall on Wiltshire's council tax payers, and that the scheme appeared to be an attempt to raise the status of the road to 'trunk' strategic importance.

It was suggested that the emerging post COVID situation and the global climate emergency would lead to reduced car traffic and an increase in public transport, walking and cycling which Semington Parish Council would support. The parish council made specific comments on proposed route options as follows:-

Option 8b

This is the long western bypass option. This route would cross the flood plain from the River Avon and come through farm land to join the A350 south of Bowerhill. It

would need to be raised to prevent flooding and would therefore be very visually intrusive both in the surrounding countryside and from the canal. There is also likely to be significant noise impact on both Semington and Berryfields villages. It is likely that the route would need to be very close to the canal for approximately 1km before joining route 7C, and be relatively close for some distance further west. There would need to be significant protection to the Kennet and Avon Canal with this option to honour the Wiltshire Council core strategy commitment to canals within the county.

Semington would suffer noise impact from the north-west, north and east, rather than just from the east with all other options. Semington Parish Council would request that substantial tree planting be undertaken along the route to screen the noise if this route were selected, even though it would increase the area of land required to accommodate the route.

Where Option 8b crosses the Semington Road south of Berryfields would create a potentially hazardous junction for the national cycle route 403. Option 8b would also create a tempting rat run for vehicles to cut the corner and come through the village rather than go the longer route around three sides. Option 8b would pass very close to the Wiltshire Air Ambulance HQ.

The ongoing restoration of the Wilts & Berks Canal along with the Thames and Severn canals is supported by the Wiltshire Core Strategy as it supports the objective of creating a “Wessex Ring” of operational canals. Wiltshire Council’s Core Strategy with respect to canals includes developing the canal’s recreational and nature conservation potential. Option 8b would cut across the proposed canal regeneration between Semington and Berryfields. If the bypass were built before the canal is restored it would probably prove prohibitively expensive to provide the connecting link to the Kennet and Avon Canal. If built subsequently it would require another bridge not costed in the current proposal. Route 8B will probably require part of Route 7C from the point where it joins the A350 south to the roundabout with the A361.

Semington Parish Council would not be in favour of Option 8b because of the environmental impact and the likelihood of a significant increase in through traffic within the village.

Option 7c

This is the upgrading of the existing A350 to the south of Melksham. This road has been designed to be dual carriageway capable and can be improved without significant impact on the environment, other than an increase in noise. Some additional sound screening would be sought by the parish council if this option is used.

Option 10c

This is the eastern bypass option which skirts Bowerhill and joins the A350 at or to the south of the old railway line. This option does not change the risk of increased through traffic within the village. The environmental impact is believed to be lower

with this option than any of the other long route options. The noise impact will be worst close to the industrial estate of Bowerhill and as such is the least worst option.

This route could be supplemented with the southern part of route 7C if traffic volume justifies it. The route would run roughly parallel to the Kennet and Avon Canal for approximately 2km around the south eastern extent of Bowerhill. There would need to be significant protection to the Kennet and Avon Canal with this option to honour the Wiltshire Council core strategy commitment to canals within the county.

Option 10d

This is the long eastern bypass route which continues south to join the A361 at a point between the Strand and the Littleton roundabout junction with the A350. This option will have a significant environmental impact on the Littleton area, with additional crossings of the canal and Semington Brook required. Where the A350 and the A361 are shared would probably require improvement with this stretch of highway. The A361 bend near The Strand public house is already an accident black spot, increasing traffic along this stretch of the road may lead to an increase in accidents along this route.

The Semington brook area around Littleton is a particular wildlife haven with otters, water voles, buzzard, red kite and ravens seen this year. The route would pass close to listed buildings. Semington Parish Council would object to this route based on the environmental impact on both Semington Brook and canal and the noise and amenity impact for Littleton residents.

Semington Parish Council considered that all routes should keep the impact on the Kennet and Avon Canal as low as is reasonably practical.

Seend Parish Council

The Parish Clerk advised that Seend Parish Council has looked at the various options put forward. It has been intimated in the consultation documents that the route options on the western side of Melksham have more problems to overcome than the eastern side, such as railway lines, electric sub-station, solar farm, golf course as well as a flood plain. However, the benefits of going west should not be overlooked, and therefore all options must still be considered from all angles. The Parish Council made specific comments on the proposed route options as follows:-

Option 8b

Route 8b should not be discounted as a worthy option. Although this is the longer route around the west of Melksham, it would have the advantage of making access to Bath and surrounding towns quicker but, more importantly, it will make travelling to Bath hospital much quicker. RUH is the main hospital for Melksham and surrounding villages and, at present, it can take far too long to travel there, particularly in times of emergencies. Therefore, this option must be given serious consideration, despite the expenditure of the structural obstacles, as the economic benefits may mitigate these extra costs.

In preparing your case for a bypass, you cite extracts from the draft Melksham Neighbourhood Plan. No mention is made of Seend's emerging Neighbourhood Plan. In it the parish council identifies the Kennet and Avon Canal and its surrounding countryside as a major environmental and recreational asset for both Seend and Melksham. Two of the route options, 10c and 10d, will cause great harm to this landscape.

As the parish council is representing the parishioners of Seend parish, they have concentrated their comments on the two routes that would most affect us.

Option 10c

This route was the one most favoured by Wiltshire Council when it was submitting its Strategic Outline Business Case in 2019. It is cheaper than option 10d and the lowest cost of all the long routes. It does not require bridges to cross the canal and Semington Brook. And it is likely to draw the most traffic from the existing A350 and other routes.

However, the building of the bypass along this route would have an adverse impact on the residents of Bowerhill and restrict their access routes to the Kennet and Avon Canal for recreation. Rights of way would be affected restricting easy access to the countryside on the south side of the canal. Whilst Giles Wood would be better protected by this route than 10d, further forestry and landscaping would be needed to protect the environment and surrounding properties.

However, it is vital that, where possible, parish boundaries are preserved and if the bypass were to run south of Bowerhill, north of Giles Wood, this could go a short way to protecting the parish boundaries between Melksham and Seend. Avon Needs Trees (ANT) have already intimated they would be willing to contribute towards planting of trees and it may be that Giles Wood and surrounding areas would be enhanced with more planting of trees not only for environmental reasons but also to cut down on noise for surrounding properties. More forestry in this area would also enhance the visual amenity of the Kennet and Avon Canal.

The raised level of Seend and Seend Cleeve would mean that this bypass route would be highly visible and there would be heightened noise and air pollution that would need to be mitigated by natural screening.

For freight traffic travelling to and from the various industrial estates in Melksham, route 10c with the additional dualling of the A350 between Semington and Littleton roundabout would have major benefits.

Were this to still be the favoured route of Wiltshire Council, then the parish council would expect much needed mitigation in the form of mass tree planting, landscaping and bunds to reduce the impact on the surrounding countryside. It would be crucial to the wellbeing of all residents impacted by this route that green landscaping is created rather than an infill of housing. This would need to be factored into any costs prior to building.

Where the A350 south would join Hampton Park West, little work and expense would be needed to widen the existing A350 to the Littleton roundabout. When that was

built in 2004, allowance was made for the road to be widened in later years and there is sufficient width under the canal bridge to do that.

This option would not incur further expense of crossing the Kennet and Avon Canal and Semington Brook.

Option 10d

We note that this option was not one of the original route options in the Strategic Outline Business Case presented to the DfT but came about because of a suggestion at the March 2020 Melksham Area Board meeting.

This route, if chosen, would have the most damaging effect on Seend Parish.

The description in the consultation document of this route describes it as follows: “There are no statutory environmental designations expected to be impacted by this option. The corridor passes through land associated mainly with farming and equestrian uses. The crossing of the Kennet and Avon Canal is likely to affect its setting, with potential visual and amenity impacts.”

The quality and value of the landscape in both environmental and amenity terms is very much understated in this description. More green field sites in this option would be used either for structural buildings and/or further housing development. Melksham/Bowerhill is already undergoing extensive development and these green field sites should not be used as an attempt to build yet more housing, particularly as it would be likely that Bowerhill would meet up with Seend, thereby not leaving any gap to decipher the parish boundaries.

Option 10d uses the largest amount of land (23 hectares) and is one of the longest routes at 5.9 miles. It would need two bridges to cross the canal and Semington Brook and major structural work to cross a flood plain. It would also need improvements and a new junction made on the A361. This makes it one of the most costly of all the routes.

The parish council also stressed the importance of the Kennet and Avon Canal and drew attention to the Seend Neighbourhood Plan, the presence of floodplains, the loss of view from Seend Cleeve, and raised concerns about the potential for increased traffic through Seend, and the effect of any scheme on the restoration of the Wilts & Berks Canal.

In conclusion Seend Parish Council strongly urged that their concerns with the Option 10 routes should be taken on board. They do not believe that the plans for these routes, (most particularly with route 10d), take into consideration the criteria set out in the Neighbourhood Plan.

“In the event that a Melksham Bypass is constructed and passes in part through the Parish, the effect of the infrastructure proposal on the following elements of the canal’s setting will be expected to demonstrate how they will be mitigated: tranquillity, light pollution, biodiversity assets in recognition of its status as a County Wildlife Site, heritage assets, including archaeology and access to the Canal”

“The landscape, biodiversity and heritage assets associated with the Kennet & Avon Canal are highly valued in the Parish and are underpinned by four Neighbourhood Plan evidence base reports: Seend Parish Character Statement (2020), the Seend Parish Green Infrastructure Report (2020), Seend Parish Local Key Views Report (2020) and the Locally Valued Heritage Assets Report (2020). Any developments affecting the canal must protect and reinforce its distinct character and enhance its setting and surroundings.”

This green space between Melksham and Seend promotes both physical and mental well-being, crucial in this current climate, and must be protected at all costs.

Great Hinton Parish Council

The Chairman indicated that the parish council felt very strongly that Option 10d is the worst possible option in every way. The impact on the environment and wildlife would be huge, involving closing the canal for months where businesses are already struggling. The noise pollution would be much worse than it has been since the new section of road was built. The long term prospect of possible extension of Option 10d towards Yarnbrook /Westbury is extremely concerning and could have a hugely detrimental effect on all local villages.

If the bypass must go to the east, then Option 10b would be by far the best proposal for all local areas. If this option was chosen, then we would assume that the Semington Bypass would be made dual carriageway. This could alleviate the majority of the current problems which have been highlighted.

Steeple Ashton Parish Council

The Parish Clerk advised that the parish council agrees that a bypass for Melksham is desirable. The route of the bypass has no direct impact on the parish as it terminates north of the Semington roundabout however, members request that consideration is given to the effects of bypass related traffic increase in the following areas to the south of the scheme:

- Safety of junctions at Common Hill and Cold Harbour with increased traffic flows;
- Air quality and noise impacts from increased traffic and congestion to properties at Ashton Common, Ashton Road and along A350 itself;
- Impact from increased traffic on woodlands at Green Lane Wood and Smith’s Well Wood;
- Risk of traffic rat-running through Steeple Ashton to avoid congestion on Yarnbrook to Westbury section of A350;

The Steeple Ashton Parish Council also feels that Wiltshire Council should consider implementing a Westbury bypass in conjunction with the Melksham scheme to minimise congestion north of Westbury.

Natural England

The Conservation and Planning Lead Adviser for the Wessex team commented that it is difficult to confirm at the resolution provided but it appears that options 10b, 10c and 10d have the potential to impact on Spye Park SSSI. Any proposal moving forward with either of these options would have to demonstrate it does not impact on the features for Spye Parks notification.

Attention was drawn to the National Planning Policy Considerations. Section 40 of the Natural Environment and Rural Communities Act (2006) requires that, 'Every public authority must, in exercising its functions, have regard, so far as is consistent with the proper exercise of those functions, to the purpose of conserving biodiversity'. Section 40(3) also adds that 'conserving biodiversity includes, in relation to a living organism or type of habitat, restoring or enhancing a population or habitat'. The authority should also consider the proposals in light of the policies set out in Section 15 Conserving and enhancing the natural environment of the National Planning Policy Framework (NPPF 2019).

Other factors to be considered included best and most versatile agricultural land and soils, protected species, local sites and priority habitats and species, ancient woodland, ancient and veteran trees, environmental enhancement, access and recreation, rights of way, Access Land, and National Trails.

Canal and River Trust

The Area Planner for the Canal & River Trust indicated an interest in Option 7c if chosen and noted that Option 10d would require significant involvement from the Trust in the design and location of a proposed new bridge, suitable mitigation, Legal agreement and DEFRA consent.

National Trust

The Planning Advisor, south west region, felt that further information would be needed for the Trust to come to a fully informed view on the different options, and how they may affect our landholdings and interests. At present, they ask the council to take into account the existing traffic issues being experienced at Lacock – see below – and consider the extent to which the various options might be able to address those issues. Furthermore, there are other matters that – as a conservation organisation – the Trust would want the Council to bear in mind.

The Trust has previously noted in responses to planning proposals at Melksham and Chippenham that there is a problem with rat-running traffic through Lacock village. In essence, drivers from the east attempt to get to the A350 in the west while avoiding town centre traffic in Melksham and Chippenham. This often means extra traffic driving through Lacock – along Hither Way (which visitors to Lacock cross to enter the village) and along West Street and Cantax Hill (within the Conservation Area). It also means extra traffic in rural lanes in the wider area (e.g. Forest Lane, part of National Cycle Route 403). This extra traffic harms the historic character of the village, and the safety of other road users.

In addition, the Trust have concerns about the safety of the southern A350 junction serving Lacock (A350 / Melksham Road). The A350 is a busy road, with many vehicles travelling at some speed. This can create problems (and safety concerns) for vehicles wanting to join the A350 from Melksham Road, in particular for vehicles turning north. Potentially junction improvements could improve this situation and enhance highway safety.

Other matters the Trust thought should be considered included the effects of new infrastructure, climate change, biodiversity, active travel, heritage and landscape, flooding and water quality and noted that the Trust's land at Lacock has been declared 'inalienable' and cannot be compulsorily purchased against the Trust's wishes without special parliamentary procedure.

Brisith Horse Society Wiltshire

BHS Wiltshire County Access Officer emphasised the importance of bridleways crossed by any route of a Melksham Bypass, which would be used by riders who are very vulnerable users, and by off-road cyclists and walkers. Crossings over or under the bypass must be carefully designed with safety of horse riders, cyclists and walkers in mind.

Examples of bridleways which could be affected were identified and it was suggested that the opportunity could be taken to link up routes with a new route along the line of the bypass.

Wiltshire Wildlife Trust

The Chief Executive proposed a different approach that puts environmental enhancement as one of the objectives to be achieved by the scheme rather being seen as a constraint.

The risk table in the business case identifies a risk of "Objections to some elements of the scheme by local residents, landowners and environmental groups", with the suggested mitigation of "Early engagement with stakeholders and communications to highlight the benefits of the scheme".

An alternative way to avoid objections would be to deliver a scheme that is truly innovative and ambitious in the way it avoids and addresses environmental impacts and genuinely delivers biodiversity gain, carbon offsetting and helps Wiltshire to ensure that at least 30% of its land is protected to reverse biodiversity loss by 2030.

All of the options presented in the assessment have been identified as having an adverse impact on biodiversity and the water environment. One of the problems of the approach being taken is that the environment is being seen as a constraint. A different approach would be to see this as an opportunity to not only meet the requirements of the business case but also protect and enhance the natural environment and deliver benefits to people and wildlife. The approach taken to Salisbury's River Park seems a good example of this.

The key physical constraints map identifies the river, floodplain and areas of woodland, but it must be recognised that the blank spaces on the map will contain features that are of great importance to the movement and lifecycle of key and priority species. These include woodland copse, hedgerows and other agricultural habitats and riparian and floodplain habitats, and as identified in the Business Case, commuting and foraging habitat for bats.

The scheme information addresses the carbon footprint of the works in terms of reducing traffic congestion and using energy efficient plant, materials and processes. It also assesses the impact of climate change and the effect this will have on the scheme infrastructure, e.g. resilience to flooding. Any mitigation and environmental enhancements planned as a result of the environmental impact assessment should also incorporate the potential for carbon offsetting and increase the resilience of local habitats and species to the impacts of climate change.

In exploring potential routes, environmental impacts and potential for biodiversity gain should be set out at the outset. The approach should not be how to minimise impacts once a short list of routes has been selected. The business case states repeatedly that “Potential moderate or major adverse environmental impacts have been identified... but have scope to be reduced or mitigated through the planning and design process”. But that is too late – the selected route may be highly destructive. If the natural environment is taken fully into account and given due weight in the initial assessment process, a better outcome may be achieved; it is not a case of mitigating damage but embracing opportunities for environmental enhancement at the outset.

In September of this year the Prime Minister committed to protect 30% of the UK’s land by 2030, to address the emerging ecological and climate crisis. The full environmental impact assessment and planned mitigation measures for this scheme must be robust and ambitious in their scope, in order to not just avoid or mitigate for adverse impacts but contribute to biodiversity net gain and help achieve the 30% target.

TransWilts

The Chair of TransWilts considered the A350 bypass as an exciting and important opportunity, and they welcome the comprehensive consultation process to enable input to the scheme.

TransWilts have already provided a report to Wiltshire Council on potential Melksham Station passenger growth, and they very much welcome the inclusion of the aim “providing better access to the railway station from the town and residential areas” in the consultation.

Whilst the Covid pandemic has put a short term collapse of passenger numbers nationally, the long term growth in rail passengers will recover, and the importance of connectivity to education and jobs has never been more important, particularly to the Melksham population demographic without a car. TransWilts conducted a Melksham Station passenger survey in late 2020, whilst the numbers were lower the majority of the passengers using the station were arriving on foot, mainly younger passengers

and mothers with pushchairs. The substantial growth expected in rail travel at Melksham needs supporting with much improved access particularly with the station's location being west and north of the major residential and business centres.

The Bypass scheme gives the opportunity to substantially improve the accessibility to the station with safe walking and cycling routes. Regular bus route access to the station is important and the envisaged infill development should secure CIL funding and developer s106 contributions that secure the cycling and bus routes that will encourage low carbon transport options.

TransWilts sees the opportunity to enhance the tourist and visitor economy of Melksham and are starting to promote weekend visitors by rail. Destinations from Melksham are varied and the inclusion of cycle routes for Semington K&A canal, River Avon, Lacock and National Trust properties should be included. The opportunity for installing safe cycle lanes on the old A350 route (Options 7a, 7b, 7c) should be included. No doubt a safe cycle/ pedestrian crossing of Options 10a, 10b, 10c whilst travelling along the River Avon to Lacock will be included as part the northern junction design with the A350 south of Lacock.

The station pedestrian access is via an underpass tunnel under the existing A350. It is not an attractive route to the station, with the lower traffic numbers on the old A350 route, we would like to restore a surface access to the station replacing the underpass.

They understand the existing pedestrian bridge across the River Avon from Scotland Road will not accommodate cyclists. This has the potential for an attractive route to the town centre, community facilities and leisure routes. They would like the bypass scheme to include a new cycle bridge over the Avon making a second safe cycle route from the town to the station via Foundry Close and link to the planned northern access to Melksham Station.

Written and email responses to the consultation

As well as the completed questionnaires there were 175 letters and emails received in response to the consultation which included 953 comments on aspects of the scheme or specific route options. A number of these communications were received before the consultation started but given the circumstances Wiltshire Council agreed to consider these as part of the consultation response, and they have been included in the analysis. It should be noted that in some cases the written submissions may duplicate questionnaire responses also given. The comments on the scheme in general were:

General comments on scheme in written and email responses	Number
Scheme not required	30
Not required because of reduced traffic following Covid-19	27
Adopt policies to reduce traffic	25
Damage to countryside	21
Object to scheme	14
Will cause increase in housing	12
Bypasses increase traffic	10
Adverse effect on wildlife	10
Time savings not sufficient to justify scheme	10
Adverse environmental effects	9
Carbon impact and climate change concerns	7
Westbury Bypass needed	6
Adverse effect on residents	6
Should be considered in more detail	5
Not long routes to south	4
Will reduce noise and vibration	3
Need to consider effect on schools	3
Adverse effect on canal	3
Further details required on effects of routes	3
Adverse effects on rights of way	3
Implement Options 1-6 with bypass	3
HGVs through Seend	2
Further information on ecology required	2
Consider A350 improvement north and south of Melksham	1
Scheme incompatible with Core Strategy	1
Adverse effect on flood risk	1
Put house building on hold until route adopted	1
Bypasses don't work	1
Provide landscaping and ecosystem with project	1
Consider line of Wilts and Berks Canal	1
Consider use of rail for long distance freight	1
Need to protect station environment	1
Prefer longer eastern route	1

General comments on scheme in written and email responses	Number
Not a western route	1
Prefer Eastern route not affecting Bowerhill	1
Assessment of economic effect on town required	1
Need to take into account existing traffic issues in Lacock	1
Consider potential impact on Spye Park SSSI	1
Consider access to Great Chalfield with Options 8 and 9	1
Consider link road for Melksham instead	1
Safety of junctions on A350 south of Melksham	1
Air quality and noise impacts on A350 south of Melksham	1
Improved access to the station not using subway	1
Improved cycle links from station to canal and Lacock	1
Environmental enhancement should be an objective for the scheme	1
Potential for carbon off-setting should be included	1

There were comments regarding specific route options:

Option 7a comments on scheme in written and email responses	Number
Suitable option	6
Not a suitable option	5
Option 7b comments on scheme in written and email responses	
Suitable option	6
Not a suitable option	5
Option 7c comments on scheme in written and email responses	
Suitable option	10
Not a suitable option	5
Impact on canal would need to be considered	1
More noise screening required for Semington with Option 7c	1
Options 8a, 8b and 9a comments on scheme in written and email responses	
Not a suitable option	3
Poor value for money	2
Adverse impact on heritage	2
Suitable option	1
Adverse flood risk	1
Terrorism risk with electricity sub-station	1
Adverse impact on Golf Club	1
Adverse effects on residents	1
Option 8a comments on scheme in written and email responses	
Suitable option	1
Not a suitable option	1
Option 8b comments on scheme in written and email responses	
Suitable option	4

Option 7a comments on scheme in written and email responses	Number
Not a suitable option	2

Option 9a comments on scheme in written and email responses	Number
Suitable option	2
Not a suitable option	2
Option 9c comments on scheme in written and email responses	
Not a suitable option	1
Option 10a comments on scheme in written and email responses	
Not a suitable option	10
Suitable option	5
Severs school from town	1
Adverse effect on pedestrian and cyclists	1
Would increase accidents	1
Option 10b comments on scheme in written and email responses	
Not a suitable option	11
Suitable option	5
Adverse effect on pedestrian and cyclists	1
Would increase accidents	1

Option 10c comments on scheme in written and email responses	
Suitable option	25
Not suitable option	17
Adverse effect on countryside	16
Adverse effect residential areas and access to countryside	12
Adverse effect on rights of way	9
Adverse effect on wildlife	6
Adverse effect on canal	6
Adverse effect of noise and pollution	5
Would increase housing with adverse effects on town	4
Consider planting opportunities with Option 10c	3
Option too expensive	2
Comments on rights of way	2
Protection of Canal required with this option	1

Option 10d comments on scheme in written and email responses	
Not a suitable option	89
Adverse effect on countryside and landscape	74
Adverse effect on wildlife	57
Option too expensive	45
Adverse effect on canal	33
Adverse effect on tourism and tourist businesses	28

Option 10d comments on scheme in written and email responses	
Adverse effect on flooding	23
Adverse effect on farm	22
Adverse effect of noise and pollution	21
Adverse effect on residential property	18
Adverse effect on agriculture	17
Adverse effect on rights of way and access to countryside	16
Adverse effect on monuments listed buildings	9
Would increase housing with adverse effects on town	9
Suitable option	6
Adverse effect on business	6
Adverse effect on road safety	3
Would increase traffic in Seend	2
Link direct to Semington Roundabout	1
Wish to be involved in canal aspects	1

Various organisations submitted letters and emails in response to the consultation, which included detailed information on the area and the proposals.

Melksham Rail Users Group

It was requested that the Melksham Rail User Group and the TransWilts Community Rail Partnerships should be stakeholders and consultees throughout this process. They commended Options 4 and 5 (rail and bus) public transport and Option 6 (cycle and walking) improvements, and noted that they score very highly on deliverability, affordability and acceptability. Whilst they are unlikely to meet your objectives on their own, they should provide a valuable and significant element implemented as thoroughly as practical in any solution.

It was suggested that the A46/A36 should be looked at as an alternative long-distance route rather than increasing capacity on the A350, and the alternative of rail use for longer distance freight and medium and longer passenger traffic via the TransWilts railway line which parallels the A350 road.

It was suggested that any railway crossings (Options 9a, 9b, 9c, 8a and 8b) should allow for the line to be restored to a double track such that trains can path both ways under or over the bridge at the same time. Please rule out level crossings at each point that rail and road cross.

It was requested that any development of Options 7a, 9b and 9c should not encroach on access to and use of the railway station and public transport hub on Station Approach. The opportunity should be taken within any option to improve bus/road access to the station.

The need for modelling to include current and projected factors in preference or addition to historic ones, and consequential housing and business development to

be included. Current and planned canal access, use and development should not be restricted by the scheme, and the opportunity taken to improve national and other cycle routes.

Community Action Shaw and Whitley (CAWS) Group

CAWS appreciated the current constraints regarding traffic volumes, road safety, accidents and journey times, and were generally in support of such a scheme. They agreed that the non-road options in isolation would not deliver the necessary benefits, but that they should be considered as part of a larger scheme, especially as there is an aging population and there would be health benefits through walking and cycling, and improved rail and bus services would be of benefit to the communities.

CAWS did not support Options 7a, 7b and 7c because they would not deliver material benefits to their communities in terms of traffic volumes and safety. Options 8a, 8b, 9a, 9c were not supported because of environmental and other reasons. Options 10a and 10b were not favoured at this time because of minimal improvements in journey times.

Options 10c and 10d were supported because they offered the greatest improvements in journey times and value for money. It was also noted that these routes would run closer to existing recent residential developments and likely future developments.

Wiltshire West Scouts

The Assistant District Commissioner expressed concern about Option 10d which would pass close to land owned by local Scout Groups and other groups from outside the district have used for many years for camping and outdoor activities.

A36/A350 Corridor Alliance

They did not consider that road building was a solution and that the Department of Transport's scheme assessment methodology diverted national and local government away from thinking about sustainable transport and environmental issues.

Reference was made to the Westbury Eastern Bypass Inquiry, and the difficulties associated with improving the A36/A350 corridor route in Hampshire and Dorset. The climate emergency and carbon cost of providing and using infrastructure should be taken into account. The group criticised government policy and indicated that Wiltshire Council should not be following their lead.

A36/A350 Corridor Alliance concluded that the Melksham Bypass proposal is a dinosaur. There is no place in the future for evolutionary dead-ends. It really is time that Wiltshire Council moved into the 21st Century and learned how to do land-use and transport planning for a sustainable future.

Alternative options suggested during the consultation

The letters, emails and questionnaire responses suggested a small number of alternative routes for the bypass and variations of the consultation options. These were:

- A36/A46 connection should be constructed to the east of Bath so that that the A36 becomes the main north-south route.
- Option 10d should be extended to the south to join the A350 south of the current A350/A361 junction at Semington.
- Option 10d should be diverted to connect directly into the current A350/A361 junction at Semington, rather than to the A361 east of that junction.
- The northern end of the bypass routes should be extended to a new junction at the southern Lacock junction on the A350.

Other suggestions for alterations to the existing road included:

- Removing the traffic signals at the entrance to Asda on the A350.
- Improving the Aldi/MacDonalds junction on the A350.
- Changing the traffic signals on Farmers Roundabout

These suggestions will be investigated, and the conclusions reported to the Council's Cabinet when the response to the consultation is considered.

Summary of the responses to the consultation

1. There were 175 letters and emails in response to the consultation, and 1,018 responses to the on-line questionnaire.
2. The local town and parish councils were consulted and made a number of comments regarding the scheme and their preferences on options.
3. Melksham Town Council preferred an eastern route, but not one that incorporated Eastern Way.
4. Melksham Without Parish Council preferred an eastern route which did not have an environmental impact upon the community of Bowerhill.
5. Seend Parish Council thought that Option 8b should not be discounted and raised some concerns about Option 10c should it be adopted. Option 10d was considered to have the most detrimental effect.
6. Semington Parish Council were not in favour of Option 8b because of the environmental impact and would object to Option 10d. They considered Option 10c to be the least worst option.
7. Great Hinton Parish Council felt that Option 10d was the worst possible one in every way and Option 10b to be the best by far.
8. Steeple Ashton Parish Council agreed that a bypass for Melksham is desirable, but the route had no direct impact on the parish.
9. Comments were received from Natural England about Spye Park SSSI, Canal and Rivers Trust regarding the canals, and from the National Trust regarding Lacock. TransWilts commented on the importance of access to Melksham Station and the British Horse society on the importance of bridleway and rights of way. The comments from the organisations identified factors that would need to be taken into account in developing any proposals further.
10. The majority of the questionnaire responses received were from individuals (962) with a small number from businesses or organisations (42). Most of the responses were local with 886 being from Melksham or within 5 miles. The responses from businesses and organisations responding were also predominantly locally based.
11. Those responding mainly used the A350 through Melksham for shopping (670) and recreation trips (633) and used it mainly outside the peak hours (695) and at weekends (674).

12. The main concerns about the current situation on the A350 in Melksham and Beanacre were about walking and cycling facilities (56.6%), landscape and scenery (50.4%) and traffic congestion and delays (50.2%).
13. Most respondents supported the need for an improvement to the A350 at Beanacre and Melksham (594 Yes/406 No).
14. Those not supporting the need for an improvement gave various reasons but the most frequently mentioned were:
 - Adverse effect on land and countryside (110)
 - Existing road works well (67)
 - High cost of scheme (48)
 - Bypass not needed (44)
 - Concern about more houses in Melksham (43)
15. Of the non-road options based on the first choice of option the most preferred options were:
 - Option 6 – Walking and cycling (41.2%)
 - Option 4 – Rail Improvements (37.3%)
 - Option 5 – Bus Improvements (32.3%)
16. Option 2 – Road User Pricing and Option 1 – Workplace Parking Levy had the least support of any option (6.7% and 6.5%).
17. Of the road options the most preferred options based on the first choice were:
 - Option 7a – Existing road northern section (31.0%)
 - Option 10c - Long eastern bypass (30.8%)
 - Option 7b – Existing road central section (29.9%)
 - Option 7c – Existing road southern section (27.8%)
 - Option 10d – Longest eastern bypass (20.8%)
18. Of the road options the western routes, Options 9a, 9b and 9c had the least support (11.9%, 11.0% and 10.8%).
19. The reasons given for choosing Options 1 to 6 were often that they would provide an alternative to the use of the car, would discourage car use, and would have less impact on the landscape and environment.
20. The main factors influencing choice of route option were generally the potential impact on the countryside and residential properties. There were a range of other factors given, including cost, effectiveness, adverse effects of alternative routes, and the potential or otherwise of in-fill housing development.

21. The chosen options were considered to improve the following:
- Traffic congestion and delays (85.7%)
 - Road safety (81.6%)
 - Impact of traffic on residential properties (78.1%)
 - Landscape and scenery (67.7%)
 - Walking and Cycling (65.6%)
 - Employment and businesses (65.2%)
22. The majority of responses would like to see more facilities for walking and cycling within Melksham come forward as complementary measures to a potential A350 Bypass (Yes 682/No 318).
23. There were 270 comments that wanted to see more cycle paths and routes, 185 wanted improvements to walking and cycling facilities, and 54 wanted walking improvements. There were a variety of suggestions and requests made, including the standard of walking and cycling infrastructure, facilities required to encourage walking and cycling, and suggestions for new routes which should be provided.
24. The opportunity was provided to enable further comments and the opportunity was taken to reinforce views previously given regarding the need or otherwise for the schemes and on particular options.
25. Other matters that were raised frequently in the questionnaire included the potential adverse effect of options on the countryside, concern about additional housing as a result of the scheme, the reduction in traffic following Covid-19, the effects on wildlife and biodiversity, the impact on residential areas and their access to open spaces, and that the journey time savings do not justify a scheme.
26. There were 175 letters and emails received in response to the consultation, which reflected similar concerns to those raised in the questionnaire responses described above.
27. There were letters and emails regarding specific route options, with many indicating that Option 10d was not considered a suitable option (89), because of its adverse effect in terms of countryside (74), wildlife (57), cost (45), canal (33), tourism (28) and flooding (23).
28. An alternative route option, three variations of the consultation options and alterations to the existing road were suggested, which will be investigated further and reported to Cabinet in due course.

How the consultation will be used

The information collected through the consultation process will be used to develop and inform the assessment of the options in more detail, and potentially help to identify a short list, or preferred option, for further informal consultation. The views of organisations with specialist knowledge of the area are particularly important in helping to refine and assess the proposals.

It should be noted that, as set out in the consultation material, the consultation is not a public 'vote' for the most popular route or option. There are many factors to be taken into account in determining the preferred option, 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 may be a variation of the options being consulted on as the design will be refined in response to the consultation.

The assessment of scheme options will need to be in accordance with Department for Transport (DfT) guidance, primarily as set out in DfT's Transport Analysis Guidance (WebTAG). The Outline Business Case (OBC) for the scheme will have to make the case for obtaining DfT funding as the Council would not be able to fund a major scheme of this type from its own resources. The preparation of the OBC will require the consideration of the strategic, economic, financial, management and commercial cases.

The response to the consultation, outcome of further investigation and consideration of the alternatives will be reported to Wiltshire Council's Cabinet, probably later in 2021, when a decision will be made on how to proceed regarding this scheme.

Melksham Bypass

Public consultation report

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Proposed A350 Melksham Bypass Appendices

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Appendix 2 - Responses to Question 11 (Why have you chosen your most preferred option?)

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Appendix 4 – Responses to Question 15 (Do you have any further comments about these proposals?)

Responses to question 9

Why do you not support the need for an improvement to the A350 at Beanacre and Melksham?

Why do you not support the need for an improvement	Number
Adverse effect on land and countryside	110
Existing Road works well	67
High cost of scheme	48
Bypass not needed	44
Concern about more houses in Melksham	43
Farmers Roundabout has helped	41
Adverse environmental considerations	40
Traffic is better as more people are working from home (Covid-19 impact)	34
Adverse effect on wildlife and ecology	32
Only moves problem elsewhere	31
Reduce traffic rather than build roads	28
Adverse effect on residential properties	27
Traffic and noise pollution with the scheme	24
New roads tend to increase traffic	22
Should improve public transport instead	20
Journey time saving does not justify scheme	19
Climate change emergency	18
Money could be spent better elsewhere	18
Will reduce access to countryside from residential areas	18
Adverse effect on Bowerhill	17
Westbury needs a bypass first	16
Improve walking and cycling	15
Improve existing road instead	15
Concern about insufficient facilities in town with additional housing	12
Beanacre residents knew what they were moving into	9
Melksham already has a bypass	9
Adverse effect on residential areas, schools, and road safety with shorter eastern options	7
Electric cars will reduce pollution and noise	7
Adverse effect on canal	6
Adverse effect on farms and agriculture	5
Concern about road safety with the scheme	5
Improve town centre facilities instead	5
Cuts off canal from Bowerhill residents	4
Increased flood risk	4

Why do you not support the need for an improvement	Number
Need to reduce car dependency	4
Adverse effect on Giles Wood	3
Adverse effect on property values	3
Devizes needs improving instead	3
Remove unnecessary junctions at Aldi and Asda	3
Adverse effect on local villages	2
Bradford on Avon needs a bypass instead	2
Bypass of Beanacre but not a long Melksham Bypass	2
Consider alternatives to road building first	2
Invest in high speed broadband instead	2
Just improve Asda and Bath Road junctions	2
Other roads need improving instead	2
Repair the existing roads instead	2
Risk to mental health from loss of green space	2
Should be sending freight by rail	2
Should explore options to reduce traffic	2
Should improve cycle facilities	2
This is another result of hgvs being deflected from Bath	2
Traffic problems are worse in Westbury	2
Unclear if costs and destruction are justifiable given limited benefits relating to localised traffic problems	2
Working from home reduces need to travel	2
A bypass provides the belief that more traffic and higher speeds is acceptable	1
A bypass to the east would encircle the town in roads	1
A new route would be a hindrance to those that live in the area	1
A350 has been widened from M4 with a bottleneck at Melksham	1
Adding cycle lanes and pedestrian facilities instead	1
Adverse effect around Shaw and Roundponds of some options	1
Adverse effect of children walking to school	1
Adverse effect of western routes on golf course and Shaw	1
Adverse effect on residential properties in Lacock	1
Adverse effect on small businesses that rely on the support of the canal boats	1
Adverse effect on tourism	1
Adverse effects of eastern routes	1
Adverse impact on restoring Wilts and Berks canal	1
Against take up of greenfield farming/equestrian land through Melksham Forest/Sandridge Lane	1
All other measures should be tested first. A bypass should be last resort	1
Already a subway between town and the station	1
Asda, McDonalds and Aldi should not have been placed on the main road	1

Why do you not support the need for an improvement	Number
Beanacre would benefit from changes to the road passing through it but not a bypass	1
Benefits of scheme would not be very significant	1
Better to introduce weight restriction in Beanacre	1
Building a bypass would not benefit the businesses on the existing road	1
Building new roads is a short-term fix	1
Bypass will not be used by travellers going from Chippenham to Trowbridge or Devizes	1
Bypass would stop people visiting Melksham	1
Cannot be justified by the small benefit to residents of Beanacre	1
Car use will go down	1
Carbon implications of project need to be assessed	1
Concern about adverse effect on Seend Cleeve with options 10c and 10d. Western options preferred	1
Concern about impact of western routes	1
Current situation affects very few, the proposed changes would affect many	1
Damage to the neighbourhood	1
Devizes and Westbury are much more of a bottleneck	1
Disruption during construction	1
Disruption to local towns and villages	1
Do not need any more roads	1
Does not represent value for money	1
Don't encourage more traffic. Even electric vehicles deposit minute fragments of rubber and brake dust	1
Establish Melksham as a green town promoting walking and cycling	1
Ever increasing traffic levels are not sustainable	1
Following Brexit, the population will decrease with less cars	1
Government needs to change tax regimes to discourage travel	1
Highways England's preferred route to Poole is via A36 or A34 not A350	1
If it was a problem, it should have sorted out at the same time as Semington was	1
I'm concerned about some of the routes	1
Improve rail network	1
Improve the traffic lights on existing route	1
Introduce traffic calming in Beanacre instead	1
It is only the traffic signals at Asda that are a problem	1
It needs push to cleaner forms of transport	1
It would have a negative effect on surrounding areas	1
Just connect A350 north of Beanacre to Melksham-Calne Road	1
Melksham has enough shops and businesses	1
Money should be spent on electric vehicle infrastructure	1
Move the houses in Beanacre instead	1

Why do you not support the need for an improvement	Number
New roads just encourage car use	1
No one travelling to Trowbridge will use it	1
Only a problem when road at Staverton is closed because of flooding	1
Only needs a feeder road from north-east of Melksham to serve the new housing developments	1
Particular concern about Option 10d	1
People not knowing how to drive is the problem	1
Problem is caused by highways authorities deliberately directing hgvs on to A350 as route to Poole	1
Problems with access from villages into fast traffic	1
Reduce car traffic to make more space for those with disabilities and goods vehicles	1
Reduce speeding in residential areas	1
Relocate one or two supermarkets to eastern side of town	1
Remove Bath Road and Asda traffic signals	1
Required at Melksham but not Beanacre	1
Risk of increased flooding	1
Road building does not improve congestion and emissions over the longer term	1
Roads are not a long-term solution to congestion	1
Salisbury needs a bypass instead	1
Scheme will only benefit Beanacre residents	1
Scheme would have a huge negative impact	1
Shorter routes would not bypass Melksham	1
Should improve public transport along route	1
Should not encourage traffic in the vicinity of Melksham	1
Some routes do not make use of Option 7c which suggests building a bypass would not solve the problem	1
Suggest mini-roundabout at Westlands Lane	1
Support the need to resolve Beanacre	1
The economic, environmental and traffic cases are made on out of date, skewed evidence	1
The government is soon to launch a new green agenda	1
The only traffic delay is caused by McDonalds/Aldi junction	1
The original reason for doing it have changed and the whole scheme should be reconsidered	1
There are too many people and too many cars	1
Town is dead and will get worse with scheme	1
Traffic has increased considerably since the Semington Bypass was built	1
Traffic in Melksham and Beanacre has not increased in years	1
Traffic lights at Farmers Roundabout need sorting out first	1
Western routes would have less impact	1
Widening a road does nothing to take traffic away from residential areas	1

Why do you not support the need for an improvement	Number
Will just cause bottleneck at West Ashton and Yarnbrook	1
Would benefit some town homeowners but have huge negative effect on those living in the countryside	1
Would have adverse social impact	1
Would like to see up to date analysis of traffic	1
Yarnbrook and Westbury should be a higher priority	1

Responses to question 11

Question 10 asked which options you would like to see come forward, ranked in order of preference. It should be noted that respondents could choose more than one first choice. Question 11 asked 'Why have you chosen your most preferred option?'. The comments may have referred to more than one option in some cases, and may be repeated in different sections below.

Why have you chosen Option 1 - Workplace Parking Levy
To encourage more use of public transport
Lower land use and environmental impact
Best idea yet
Least impact on where I live
Other options only move the problems to another area
Melksham has already lost significant amounts of open space
To reduce land taken for roads
Loathe to see residents who have chosen to buy properties way from main roads suddenly find it passes their back door
The road is functioning as it is
Effect of bypass on countryside
Opportunity to provide out of town park and ride hub
Limited impact on environment
Would help represent the real cost of driving through Melksham
To avoid adverse effect on canal
Best value for money and minimum disruption will come from improving existing route
Bypass is not necessary
To encourage more use of public transport
I think it makes sense
The present A350 is quite sufficient for my use. People who drive to work should have designated parking and pay a small fee.

Why have you chosen Option 2 - Road User Pricing
Improvements in Melksham rail facilities would reduce traffic
Very little impact on residents and best value for money
Wiltshire needs to start taking the lead in encouraging unsustainable road use reduction
Most environmentally friendly option
Traffic demand management is the only viable option as we need to reduce carbon
Need a credible cycle option from Melksham to Chippenham
With climate change we should be discouraging car use and encouraging public transport use
More investment in public transport required to give people viable alternative to the car
Impact is less harmful than other proposals
Best long term option and does not provide a particularly enlarged boundary to be infilled with more housing

Why have you chosen Option 2 - Road User Pricing

Best for quality of life and environment

Wiltshire Council acknowledged the climate emergency and needs to aim to decarbonise transport.

Roads are too busy currently

Need to be reducing traffic not encouraging it

Climate change is the most important thing to consider, especially for the young

Does not build a road on eastern edge of Bowerhill

Less damage to countryside

Greatest value for local community from a greater-good perspective

Best value and long term growth option

Loathe to see residents who have chosen to buy properties way from main roads suddenly find it passes their back door

Need to reduce car use in Melksham and the surrounding area. Many journeys are very short

Must invest in alternatives to road transport

A new route will cost a lot

Would help represent the real cost of driving through Melksham

To bring the relationship between personal use and social/environmental/physical ill health and cost closer together

Least impact on local rural areas, flood plains and countryside. Using already built infrastructure and not spending millions over-developing an area that has little or no means of supporting additional traffic

Why have you chosen Option 3 - HGV Restrictions

There are too many lorries

Too much traffic and hgvs going through Melksham

Better for all residents

Roads do not need improvement. Traffic is not a major issue. Money should be spent on other more important community issues.

Anything other than a bypass

Improvement to rail and restrictions on weights will reduce haulage users

Least impact on residential areas and villages

Least detrimental effect on Melksham

We should be encouraging the transfer of goods via rail.

Minimise changes to current landscape

Least destruction to the countryside especially the cherished Kennet and Avon canal.

other options need to be addressed before building/making another route around melksham

HGV volume and pollution is getting worse

because my house is falling to bits.

Too many heavy goods vehicles pass through Melksham really bad

Because I have thought about this for years

Least impact on green field sites

Minimising heavy lorry traffic should improve the current situation. Shifting the problem to another area of Melksham will not.

The 350 is no longer suitable for the type and amount of daily traffic that uses it.

Restrictions would help with air quality and safety

Why have you chosen Option 3 - HGV Restrictions
Feel something needs to be done with volume of traffic, increase safety, move hgv to alternative routes.
Because I'm a resident who is affected by the present amount of congestion
Impacts less on current facilities
HGV restrictions would also improve pedestrian and residential position. Alongside a bypass to the west.
Least impact on countryside.
Removes primary from Beanacre and Melksham, improves air and noise pollution, less standing traffic
Minimal impact to current countryside, maintains full access to recreational facilities such as canal and Giles Wood, vital for wellbeing
Taking heavy polluting vehicles off the road is a first requirement
Most benefit overall for the greatest amount of people. Overall improvements to quality of life in and around Melksham plus significant improvement for road users
Because there's too much congestion and accidents on existing routes
HGV traffic is the most damaging and intrusive user group.
We need LESS traffic, especially HGV's, not more traffic, on the A350.
It's my preferred option out of the choice
Because I don't want heavy vehicles on a bypass. I don't want the bypass either
Lower land use and environmental impact
Freight must be carried by rail routes
More HGV traffic should be replaced by goods trains.
Everybody knows that HGVs cause more nuisance and pollution than other vehicles, yet we are expected to accept this as a price for progress
HGVs are mostly through traffic that could and should use alternative routes that would be more efficient while creating less environment impact (noise, road wear/damage etc.)
Combining improvements in public transport, reducing HGV use and improving the existing route offer are lower cost and reflect Govt green policy and likely changes in vehicle technology
Lorries do the damage and noise, increased since the bridge ban in Bath. We don't need to build more roads and cause more disruption to other villages and the beautiful countryside.
Reduce pollution danger and wear and tear on smaller routes
As a resident the large trucks/commercial traffic should be taken away from the centre of melksham
The congestion is getting worse with every passing day.
HGV restrictions in conjunction with a 40mph bypass (60mph is unnecessary and will have profound impacts on nearby residents).
More HGVs are using the A350 because there are diversions in place because the A36 in Bath is closed to them. Bath's problem should not be moved to Melksham.
Better infrastructure and public transport coupled with less HGV traffic would make a big difference
No extra roads
To keep HGV and through traffic away from the town centre and residential areas
Because more can be done through other measures before building a whole new bypass which has a massive environmental cost
Hgvs cause most noise and damage to both environment and building

Why have you chosen Option 3 - HGV Restrictions

Why spend millions on a new road when it just moved the same problem elsewhere? HGV restrictions would have a significant impact to current congestion

Don't want the road

I have to travel from Chippenham to Melksham 5 days a week and the amount of HGV's that have been diverted travel along here is ridiculous. I am forever stuck behind these lorries and it is impossible to overtake or get past them unless you are lucky enough for the traffic lights by Whitehall to give you a chance. Traffic has significantly increased recently on this route

None of those options are particularly inspiring.

Least harmful. Most effective.

We need to cut road capacity, get your thinking into the modern world, building roads and houses will just increase traffic, we need active travel, better public transport and a greener place to live.

I think it makes sense

Lesser impact on the overall environment

Least impact on local rural areas, flood plains and countryside. Using already built infrastructure and not spending millions over-developing an area that has little or no means of supporting additional traffic

Least disruption

Less traffic !!!

Roads do not need improvement. Traffic is not a major issue. Money should be spent on other more important community issues.

Option 4 - Rail Improvements

It is the least damaging to the countryside around Melksham. I do not believe there is a need for more infrastructure around Melksham. Train freight yes, traffic no.

Improvements in Melksham's rail facilities would reduce the amount of traffic on Melksham's roads.

If public transport links and regularity were improved (more trains to Chippenham/ Trowbridge etc) I would be much more likely to use them

Improvements on rail and bus services to reduce the amount of people relying on cars

We are in a climate catastrophe. Encouraging more driving is completely immoral and our children will remember these types of expansion that we performed when we knew it was morally wrong.

Educate people to use local Rail and Bus routes and to car share - Spend monies to increase services and carriages from Melksham Train Station and increase local bus routes to Melksham

It is vital that we achieve modal shift to public transport, bus and train for environmental and congestion reasons

Improved public transport is a priority

With the current climate crisis, we should be discouraging car usage & encouraging public transport usage

there needs to be more investment in public transport to give people a viable alternative to the car.

Affordable sustainable transport should be the first option to reduce traffic flow through Melksham

We need less road building and more modern greener solutions

Rail and busses should be more of a focus as they are already there and do need improvements

Option 4 - Rail Improvements
Less impact on environment
Health, Community and environmental benefits for moving away from increased car use
Least environmental, visual and noise impact to beautiful countryside
The station is hardly used, if my family or I want to use a train we must first travel to Chippenham or Trowbridge. It is sad that a town with a population as large as Melksham (and growing rapidly!) does not have a good rail connection
We are in the midst of a climate emergency, and road transport is one of the biggest contributors. We should be investing in alternatives to road travel = cycling, walking, bus and rail (including rail freight). Note that by improving rail, bus, cycle and walking infrastructure, it will help reduce the number of cars on the A350, thereby helping achieve this scheme's aims.
Successful bus and train network would completely revolutionise the town.
Rail and bus improvements could reduce need for commuting via private transport
This improve commuter links to other towns
I think public transport is always a priority
Money would be better spent improving public transport. School traffic is a major factor, with the roads being noticeably less busy during school holidays. Work needs to be done around improving public transport, walkways and cycle ways and encouraging parents to walk or car share.
Best for the environment and local people
To get traffic off the roads.
The most important thing is to improve train/bus/cycling infrastructure and spend the money in Westbury which desperately needs a relief road past the trading estate.
Reduce the need to a bypass by improving train and bus services
We should be looking at more local improvements that encourage use of public transport or walking and cycling.
So more people can use the train
We should challenge the underlying assumption that mass road travel in private vehicles is sustainable
Incremental improvements to existing roads make sense, but we must rethink how people travel.
Look at alternatives to a bypass
There's a climate crisis, eco emergency, air quality crisis, obesity crisis and a respiratory pandemic. We don't need yet more cars, lorries, pollution and noise and C19 has proved we don't need to be travelling all the time to work/shops/school.
Cost-effectiveness
Alternative modes of transport (bus, train, cycleways, and walkways) should be provided
To improve carbon footprint and local public transport options
Economically and ecologically best for Melksham
Wiltshire Council acknowledged the climate emergency and needs to aim to decarbonise transport.
Public transport reduces cars if done properly
It seems the best value and will have the least impact on inhabitants. "Green" and "Eco" disadvantages are usually temporary.
Better Rail and other public transport options will reduce traffic in general
Alternative modes of transport (bus, train, cycleways, and walkways) should be provided
Environmental
We need to augment public transport

Option 4 - Rail Improvements
Public transport must also be made a priority
Improved rail bus and active travel is the best solution and essential to end the climate emergency.
Improvement on public transport and walking and cycling would take existing pressure of single car use on the current A350.
This ought to be obvious to a responsible transport authority. Public transport, active transport first. Road building not at all
Offer alternatives to driving (train, bus, cycles for local journeys)
I think enabling people to take public transport - because it's been improved - or to safely cycle or walk is a more suitable all-round option.
Thinking ahead and in order to protect our environment we should consider ways of reducing the amount of traffic on the existing road.
If the rail and bus lines were improved, then this could reduce traffic.
Support commuting using public transport, given the proportion of residents who work within a few minutes train ride, but currently drive because trains service is so poor.
Eco friendly planet no need for extra cars when we have a railway station!
The train station has come on leaps and bounds but it need not be stalled.
Improve public transport so people have a real alternative to car use
Active and public transport will be essential to recover from the pandemic and protect against climate emergency.
We don't have a railway station but if we did have one it would prevent a lot of cars on the road which is what we should be aiming for
Rail routes in Melksham make it impossible for this to be used. I have worked with lots of commuters who would prefer this to driving.
Combining improvements in public transport, reducing HGV use and improving the existing route offer are lower cost and reflect Govt green policy and likely changes in vehicle technology
As many more people are concerned about the environment, catering to this by improving public transport - making it eco-friendly - would also then have a positive economic impact for Melksham and surrounding areas.
More public transport is needed - we need to make less car journeys.
Should be trying to use other travel
Minimum impact on surrounding area, favours move from road to public transport
Lowest environmental impact on rural setting. Expanding road options will only increase traffic further
Spending money on safe cycling routes, pedestrian walkways and more public transport would greatly improve the lives of the residents of Melksham.
the rail facility is underutilised. The infrastructure already exists. All the other north and central wilts towns benefit from good rail links.
A decent public transport system works in almost all other countries in Europe why can't it work in Wiltshire?
Public transport improvements / changes to work and shopping should stop need for more roads
Must invest in alternatives to road transport
More funding for public transports and walking/cycling should be the priority.
To encourage fewer people to drive.
Need better Rail options

Option 4 - Rail Improvements
A bus or rail route is the most suitable
Public transport and walking/cycling are most beneficial to the health of both the environment and the public, and would also reduce the amount of local traffic
Would reduce the vehicular traffic
Improvements to rail network
other non-car/ lorry options as public transport needs much more attention as do eco-friendly methods esp. cycling
Because I don't want you to build a bypass. Just improve the existing A350, improve the rail links and improve the bus links
Has less impact on the green environment, cheaper, and less opportunity for infill expansion and thus adding further pressure.
Wiltshire residents need a long-term solution to traffic issues
Because busses and trains is where a broke council should be focusing their efforts
The rail access into Melksham is a disgrace. The money would be better spent on improving rail links.
Better infrastructure and public transport coupled with less HGV traffic would make a big difference
Least land grab, options which destroy open countryside are wrong. The government is rightly turning away from such schemes in preference for greener solutions.
would rather promote use of public transport
Invest in better public transport and existing infrastructure improvements
Public transport helps to remove single occupant traffic congestion
The public transport infrastructure should be improved.
No need for a bypass
None of those options are particularly inspiring.
Least harmful. Most effective.
The rail line through Melksham can and should be redoubled and buses made to stop at the station
Rail can be quicker and keep traffic off the roads
Less impact on the environment
Seems the most sensible option
Best value for money, serves a wider area
More cost effective and environmentally friendly
To tackle Climate Change and achieve net zero emissions by 2050 we must reduce significantly HGV traffic on our roads. New diesel and petrol cars are to be banned by 2030, so to reduce HGV emissions we should be making much greater use of or railways for transporting goods.
Because it provides the greatest benefit for the smallest impact on existing property and amenity landscape.
They would help the traffic situation and remain in line with Wiltshire Council's commitment to work to improve climate change. And with structures put in place to reduce speeding, it would be much safer.
To get traffic movement reduced
Least affect to nature and green places
We need to cut road capacity, get your thinking into the modern world, building roads and houses will just increase traffic, we need active travel, better public transport and a greener place to live.
I think it makes sense

Option 4 - Rail Improvements

Lesser impact on the overall environment

Because your destroying the countryside

These alone can improve the living environment for all in, and surrounding Melksham

Melksham needs better transport connections would discourage road users

reduces the impact on the existing rural environment and overall disruption to the area

Least disruptive and lowest impact on environment

Least impact on local rural areas, flood plains and countryside. Using already built infrastructure and not spending millions over-developing an area that has little or no means of supporting additional traffic

Least damage to environment.

Least damaging environmentally and least likely to results in further housing

Roads do not need improvement. Traffic is not a major issue. money should be spent on other more important community issues.

Least impact on environment and local residents

Better for environment and access for people

Least change as possible please but offer alternative option for travel

Improve access for existing residents, don't sacrifice their physical and mental health to make money from housing developments

Environmental impact

Why have you chosen Option 5 - Bus Improvements

Wiltshire needs to start taking a lead, as have cities such as Bristol and London, in encouraging unsustainable road use reduction.

If public transport links and regularity were improved (more trains to Chippenham/ Trowbridge etc) I would be much more likely to use them

Improvements on rail and bus services to reduce the amount of people relying on cars

We are in a climate catastrophe. Encouraging more driving is completely immoral and our children will remember these types of expansion that we performed when we knew it was morally wrong.

Educate people to use local Rail and Bus routes and to car share - Spend monies to increase services and carriages from Melksham Train Station and increase local bus routes to Melksham

It is vital that we achieve modal shift to public transport, bus and train for environmental and congestion reasons

Many rural communities have a poor public transport infrastructure, if we had good bus services at sensible costing and educating people to use the bus it would rest cars and also help the climate

Because buses have a huge potential to reduce car dependency and if done correctly would reduce the need for major road building. Have you considered a dedicated busway to serve the new residential areas that the bypass will enclose?

Because as above with the current climate crisis we should be discouraging car usage & encouraging public transport usage. However, to do that there needs to be more investment in public transport to give people a viable alternative to the car.

Health, Community and environmental benefits for moving away from increased car use

Currently the bus service in this area is pitiful. and by improving it, you would take more local traffic off the roads which, in turn, would reduce congestion.

Why have you chosen Option 5 - Bus Improvements

We don't need more roads, just better management of public transport and better and safer walking and cycle routes

We are in the midst of a climate emergency, and road transport is one of the biggest contributors. We should be investing in alternatives to road travel = cycling, walking, bus and rail

By improving rail, bus, cycle and walking infrastructure, it will help reduce the number of cars on the A350, thereby helping achieve this scheme's aims.

Successful bus and train network would completely revolutionise the town.

Rail & bus improvements could reduce need for commuting via private transport

We should be looking at more local improvements that encourage use of public transport or walking and cycling.

Money would be better spent improving public transport.

I think public transport is always a priority

The most important thing is to improve train/bus/cycling infrastructure and spend the money in Westbury which desperately needs a relief road past the trading estate

Reduce the need to a bypass by improving train and bus services

We should challenge the underlying assumption that mass road travel in private vehicles is sustainable

There's a climate crisis, eco emergency, air quality crisis, obesity crisis and a respiratory pandemic. We don't need yet more cars, lorries, pollution and noise and C19 has proved we don't need to be travelling all the time to work/shops/school.

Alternative modes of transport (bus, train, cycleways, and walkways) should be provided

To improve carbon footprint and local public transport options

Wiltshire Council acknowledged the climate emergency and needs to aim to decarbonise transport.

Public transport reduces cars if done properly

The much used bus link to Bath that has ceased to link the surrounding villages now means people have to drive where they would have taken the bus. These are simple, affordable and greener options.

Improvement on public transport and walking and cycling would take existing pressure of single car use on the current A350.

They would help the traffic situation and remain in line with Wiltshire Council's commitment to work to improve climate change

If the rail and bus lines were improved, then this could reduce traffic.

Improve public transport so people have a real alternative to car use

Active and public transport will be essential to recover from the pandemic and protect against climate emergency

Wiltshire council has declared a climate emergency. "Future technology" or "Electric cars" are not sufficient to address this

Public transport is far too infrequent and expensive in Wiltshire. As a teacher I cannot reliably commute by public transport from Trowbridge to Chippenham.

Combining improvements in public transport, reducing HGV use and improving the existing route offer are lower cost and reflect Govt green policy and likely changes in vehicle technology

Why have you chosen Option 5 - Bus Improvements

I think that an improvement to the existing road as well as to the public transport we have available would be much more beneficial to Melksham and the environment. As many more people are concerned about the environment, catering to this by improving public transport - making it eco-friendly - would also then have a positive economic impact for Melksham and surrounding areas.

More public transport is needed - we need to make less car journeys

encourage fewer journeys rather than building more roads.

Spending money on safe cycling routes, pedestrian walkways and more public transport would greatly improve the lives of the residents of Melksham.

bus services and safe walking and cycling routes must be improved for the sake of future generations

A decent public transport system works in almost all other countries in Europe why can't it work in Wiltshire?

Public transport improvements / changes to work and shopping should stop need for more roads

Must invest in alternatives to road transport

More funding for public transports and walking/cycling should be the priority

To encourage fewer people to drive.

A bus or rail route is the most suitable

public transport and walking/cycling are most beneficial to the health of both the environment and the public, and would also reduce the amount of local traffic

Just improve the existing A350, improve the rail links and improve the bus links

Wiltshire residents need a long-term solution to traffic issues

Better infrastructure and public transport coupled with less HGV traffic would make a big difference

Make improvements such as lower speed limits and development of the bus and train network.

would rather promote use of public transport

Invest in better public transport and existing infrastructure improvements

Public transport helps to remove single occupant traffic congestion

The public transport infrastructure should be improved.

Don't want the road

No need for a bypass

Least harmful. Most effective.

Less impact on the environment

Best value for money, serves a wider area

More cost effective and environmentally friendly

Its re the green impact on the environment and people in the area

They would help the traffic situation and remain in line with Wiltshire Council's commitment to work to improve climate change. And with structures put in place to reduce speeding, it would be much safer.

Because it provides the greatest benefit for the smallest impact on existing property and amenity landscape.

Least affect to nature and green places

We need to cut road capacity, get your thinking into the modern world, building roads and houses will just increase traffic, we need active travel, better public transport and a greener place to live.

I think it makes sense

Why have you chosen Option 5 - Bus Improvements

No need to change the road but improvements to public transport are always good
These alone can improve the living environment for all in, and surrounding Melksham
reduces the impact on the existing rural environment and overall disruption to the area
Least disruptive and lowest impact on environment
Least impact on local rural areas, flood plains and countryside. Using already built infrastructure and not spending millions over-developing an area that has little or no means of supporting additional traffic
Least damage to environment.
Least damaging environmentally and least likely to results in further housing
Protecting the landscape of our countryside is of most importance
Roads do not need improvement. Traffic is not a major issue. money should be spent on other more important community issues.
Least impact on environment and local residents
Least change as possible please but offer alternative option for travel
Environmental impact

Why have you chosen Option 6 - Walking and Cycling

There is no footpath and no alternative cycle route along the A359 from Beanacre northwards
Wiltshire needs to start taking a lead, as have cities such as Bristol and London, in encouraging unsustainable road use reduction.
We are in a climate catastrophe. Encouraging more driving is completely immoral and our children will remember these types of expansion that we performed when we knew it was morally wrong.
There needs to be a credible cycle option from Melksham to Chippenham meeting the new government guidance
A designated Cycling path on that route would be ideal but I'm not sure if it would alleviate the traffic much but would certainly make cycling a less dangerous alternative
Need more cycle routes
Improvements to cycling areas and walking especially canal would be beneficial
Health, Community and environmental benefits for moving away from increased car use
Create appropriate climate for walking and cycling facilities
We don't need more roads, just better management of public transport and better and safer walking and cycle routes
We are in the midst of a climate emergency, and road transport is one of the biggest contributors. We should be investing in alternatives to road travel = cycling, walking, bus and rail (including rail freight). Note that by improving rail, bus, cycle and walking infrastructure, it will help reduce the number of cars on the A350, thereby helping achieve this scheme's aims.
Because our cycle network in Wiltshire needs to be better. It's rubbish in Melksham with only one side of town with a decent path.
Improve the cycle routes
We should be looking at more local improvements that encourage use of public transport or walking and cycling.
As a handywoman with aspirations making cycle provision to help access melksham and villages is important to me
Encourages cycling and then reduce traffic

Why have you chosen Option 6 - Walking and Cycling
The most important thing is to improve train/bus/cycling infrastructure and spend the money in Westbury which desperately needs a relief road past the trading estate
It will do most to benefit the largest number of people / journeys, have little or no harmful environmental impact unlike some other options, improve people's mental and physical health by encouraging active travel, and help reduce emissions, noise, air pollution and road danger.
Encourage more cycling and walking
We should challenge the underlying assumption that mass road travel in private vehicles is sustainable. Incremental improvements to existing roads make sense, but we must rethink how people travel.
Please cater for cyclists. The A350/A420 junction is lethal for cyclists. Of the bypass options, the western routes look better for the environment.
Improved walkways for safe pedestrian use
Wiltshire Council acknowledged the climate emergency and needs to aim to decarbonise transport.
Better management of existing road for users, offer alternatives to driving (train, bus, cycles for local journeys)
I think enabling people to take public transport - because it's been improved - or to safely cycle or walk is a more suitable all-round option
Thinking ahead and in order to protect our environment we should consider ways of reducing the amount of traffic on the existing road.
Active and public transport will be essential to recover from the pandemic and protect against climate emergency
Lack of safe dedicated cycle paths
I cycle
encourage fewer journeys rather than building more roads.
Should be trying to use other travel
To ease congestion by vehicles on roads as much as possible and to give incentive for people to exercise more in public.
bus services and safe walking and cycling routes must be improved for the sake of future generations
Hgv restrictions, walking cycling, bypass
I'm a cyclist and non-car driver. during lockdown so many more started cycling and walking with reduced traffic. This is the way forward for the modern world.
Personally, I'd much rather walk and cycle in the local area, but much of the A350 doesn't have footpaths or cycle lanes, and I'm forced to share with fast moving traffic.
We need better cycle routes. Safer routes that families can ride.
To encourage fewer people to drive.
public transport and walking/cycling are most beneficial to the health of both the environment and the public, and would also reduce the amount of local traffic
Walking and cycling are also good for people's mental and physical health, which then has a positive effect on our NHS also.
Having other safe ways to travel would give plenty including ourselves the opportunity to take an alternative instead of a single car
I ride a bike to school I go the long way due to no paths.
Improve cycling options separately
No need for a bypass

Why have you chosen Option 6 - Walking and Cycling
Because it's important! Adding more roads will only ever increase traffic. Think outside the box, be innovative!!! The solutions are out there.
Do not want a bypass running near residential properties
Investment needs to encourage pedestrians and cyclists.
We should be preserving the countryside and getting as many vehicles off the roads as possible, for our own health and that of the planet.
Least harmful. Most effective.
Best solution in my opinion
Avoid Bowerhill
More cost effective and environmentally friendly
Its re the green impact on the environment and people in the area
They would help the traffic situation and remain in line with Wiltshire Council's commitment to work to improve climate change. And with structures put in place to reduce speeding, it would be much safer.
Least affect to nature and green places
We need to cut road capacity, get your thinking into the modern world, building roads and houses will just increase traffic, we need active travel, better public transport and a greener place to live.
Because we need to start keeping Wiltshire fitter and healthier to protect our health services
Lesser impact on the overall environment
Because your destroying the countryside
We have a good walking area around Bowerhill. Please do not cut it in half with a bypass, that defeats the object.
For efficiency to benefit younger people
Because apart from walking and cycling there is nothing else to do in Melksham
Look after the roads you already have
Further capacity for motor traffic has always failed to resolve the issue of congestion.
These alone can improve the living environment for all in, and surrounding Melksham
Walking and cycling are healthier, cheaper and more eco-friendly than any other option
reduces the impact on the existing rural environment and overall disruption to the area
If people don't feel safe walking and cycling, then uptake in these activities as alternatives to motorised transport will be limited. 'Build it and they will come'.
Lack of safe cycling routes
Least impact on local rural areas, flood plains and countryside. Using already built infrastructure and not spending millions over-developing an area that has little or no means of supporting additional traffic
Least damage to environment.
Least damaging environmentally and least likely to results in further housing
Protecting the landscape of our countryside is of most importance
Roads do not need improvement. Traffic is not a major issue. money should be spent on other more important community issues.
least impact on environment and local residents
Minimising loss of existing countryside.
Most needed and practical and least disruption
Cost and smaller impact on majority of residents
Environmental impact

Why have you chosen Option 7a, 7b and 7c
Recently there has been improvements at Farmers Roundabout, I think improvements to the existing route would probably be the best solution
It is the least damaging to the countryside around Melksham. I do not believe there is a need for more infrastructure around Melksham
Least costly and least impact on area
Road can cope especially if improved
Very little impact on residents and best value for money
Anything other than a horrendous ugly bypass!
Current roads should be improved, not try to direct traffic elsewhere unnecessarily
Feel it would be more cost effective to upgrade existing route
I have just bought a house at Sandridge Place purely for the location. Peace, quiet and countryside being my main reason for moving from elsewhere
I want to limit the location for house building
Most appropriate route
Makes use of existing infrastructure
We should be solving the problem by reducing the amount of vehicles on the road and promoting EV usage in Wiltshire. We should not be building new roads.
Improve what we have not a new route
Least destruction to the countryside especially the cherished Kennet and Avon canal.
Some of these options just seem to shift the same issues to the other side of town affecting more people than Beanacre.
Traffic has been fine since the new farmers roundabout.
Improve pinch points and reduce traffic
Least environmental, visual and noise impact to beautiful countryside
No new bypass required
Improve existing road - no new road
An extra 3 or 4 minute improvement in traffic speed doesn't seem worth spending a lot, particularly at the moment
To upgrade current road
7a Improvements / upgrade to existing A350 route
Keeping the existing route or eastern side of Melksham.
Improve existing road rather than destroy countryside and local villages
I don't want more traffic near my home.
The bypass routes particularly crossing the Kennet and Avon canal are going to cause much environmental damage and loss of wildlife and building on a flood plain is not reasonable.
Least impact to existing residential properties with large improvements to A350 congestion
Better roads, but not at the detriment of the surrounding countryside and villages.
Why create two roads with traffic noise and pollution when you can keep that on the existing route.
Most preferred is update of existing A350. Less environmental impact and affect on residents.
Cheaper and less impact. £150m is madness.
To minimise impact on unspoilt countryside to south east of Melksham
Because there is absolutely no need for a new bypass and no justification for the adverse effects on environment, air and noise quality, traffic in areas near schools etc.
Because the road really only requires maintenance and minor changes. This risks less impact on the environments and the businesses in and around it.

Why have you chosen Option 7a, 7b and 7c
Least impact
Improving the existing road is the obvious answer
Less destructive to the wider environment, if you choose to live next to a main road then it's reasonable to expect there to be traffic! Don't push all the noise and pollution onto the lovely open countryside
Improvements should be made to the current road
No need for a bypass around Beanacre.
Upgrade the current road. Don't destroy countryside for another road.
Option which has the least impact on countryside and wildlife.
Just improve the road already there
I feel a bypass isn't the option. It will cause harm to wildlife, hedgehogs for example are already struggling. Also, a new bypass will cause a lot more flooding, homes will be at much higher risk
Upgrade less intrusive to countryside. Bypass unnecessary. Our countryside is precious and has been a saviour to many this year. Think of the wildlife!
Less ruination of our beautiful valley. Imagine all those road and headlights flooding across the valley at night. So tragic to inflict that
Affects the least housing areas.
There should be no more road building, it only serves to infill housing and create an urban sprawl
Making the A350 can be made better if you would really think about it. We don't need to go faster, just keep moving
No destruction of lovely Wiltshire countryside. Bypass always attracts more traffic, making things even worse
Just makes more common sense to improve what we have than spend millions on something very unpopular.
Use of existing route, least impact on nature, shortest distance, best use of a road to allow passing traffic north/south
Improve what is already there
Just make sense to me. Less spoiling of the countryside. keeps traffic away from Oak school otherwise there would be more and more going past it
We must preserve our lovely countryside for our children not hand it over to the car. Improving the existing A350 should be the priority. Use our money you would have spent on infrastructure we already have
The Western Way is already a bypass, just getting it working better. Especially the lights at Asda exit and the lights at Bath Road. That's where all the trouble starts
Can't see the sense behind spending all that money and destroying more countryside for just a few minutes saving. Change what's there already
It's cheaper and less damage to the environment as the damage is already done.
I use the A350 around melksham most days and there's nothing to warrant another bypass. how about considering more seriously to improve the existing road especially around farmers to Aldi
No more roads please.
Less environmental impact on the beautiful nature either side of Melksham
Least impact
Environmental impact and don't want to simply move the issues when they can be improved where the A350 currently is.

Why have you chosen Option 7a, 7b and 7c
Least amount of natural habitat destruction, improvements follows existing road network, no new noise or visual impact
Any other option than upgrading current A350 is daft and destructive. What about all those lights across open countryside, and headlights, no thanks!
Best thing to do. Others just destroy the countryside we all enjoy for a few minutes it saves on travel time
Don't need yet another road across the countryside. It's lovely out towards Lacock. Don't spoil it
It's all we need. Asda traffic lights are the main problem. That and the lights at Bath Road. Get rid of them and cars will flow much better
No additional routes across currently non road land
Just improve the existing A350, not add another road which will probably be a dual carriageway/truck road.
Most preferred option would be to improve the existing A359 route
Current bypass seems to work well for 85% of the time. Just needs upgrading around Asda/Farmers Roundabout up to Leekes for it to work even better.
Work with what's already there.
It's all we need. I use it every day and just cannot see the need for yet another bypass
The road we have is good, just needs some thought around Asda and Aldi. Beanacre is not a problem. I live there so should know
To avoid building on fields and lands around Melksham which will displace wildlife, lead to more housing and exacerbate flooding.
We simply cannot destroy the countryside east of melksham. The best option will be to expand the current A350 to dual carriageway (7b-7c)
No bypass
Improvements is all that is needed
The best thing to do. It's okay, just needs a bit of sorting out around Farmers Roundabout
Less destructive to the countryside. The more housing you have the more need for infrastructure.
Best for everybody. We have enough roads already
why change what works- just make it better
lowest environmental impact on rural setting. Expanding road options will only increase traffic further
My preferred routes focus on least destruction to countryside and key outside space whilst addressing the issues, adequately, of traffic congestion at the short key times during rush "hour".
Any change to existing route is an improvement
just improve what's already there
I don't think we need to destroy any more countryside around Melksham
All we need is for Wiltshire council to do what they should have done years ago and sort out the traffic lights around the Asda area. That is where all the delays start!!
To reduce land being taken for more roads which is impacting on flooding, traffic, pollution.
because it makes sense to work with what we already have
Any bypass is going to generate even more traffic - proven fact. What is already the reworks well, I use it every day and cannot see the problem. Just get Asda sorted
Why spend millions on a new road when it just moved the same problem elsewhere?
Least environmental impact whilst still improving traffic flow
Improve what is already in place.

Why have you chosen Option 7a, 7b and 7c
It is common sense to enhance existing road infrastructure in preference to destroying the countryside that makes Melksham a place that people want to life in and around.
Improving the or existing bypass, which does what is necessary by "bypassing" Melksham will undoubtedly be cheaper and cause less environmental turmoil
Build on existing investments, minimise unnecessary destruction of surrounding landscape, address root cause of traffic rather than encouraging increase flow
Least damage to countryside
It's the least environmentally damaging.
Because you already have a road system in place. Bowerhill has already been made large enough for the duelling which was always the original plan so why cause the upheaval to the countryside/villages etc
Minimum environmental impact and value for money potential. The goal should be to achieve the stated outcomes with the minimum loss of greenspace and rural environment
Because I do not want to see an eastern route built across the beautiful countryside it would cut across
The road is functioning as it is.
Best value for money expanding an already part prepared route. Most affordable option. Less complex (avoids further canal and brook crossing and existing accident black spot near The Strand). Less environmental impact on green fields, canal and water courses, with associated wildlife, such as water voles and newts.
Because I do not want traffic on my doorstep Thank you. I moved from London for a peaceful life
Has less impact on the green environment, cheaper, and less opportunity for infill expansion and thus adding further pressure.
Existing bypass, review the recent junctions, lights policy / entry to Asda/Aldi/Leekes
Improvement and invest in more broadband will lead to more flex working patterns for commuters, and review poor junctions of Aldi, Asda.
Improve road layout at key junctions. Plus need to encourage more home working. Melksham is a commuter town for traffic towards north M4, investing in more tarmac in greenfield is not a solution.
Because it will have the least impact on the beautiful countryside areas which are home to an abundance of wildlife and enjoyed regularly for recreational purposes. There are also lots of small villages/hamlets which would suffer from increased traffic pollution, including fumes, road noise, visual pollution and litter (the A350 between Trowbridge and Melksham is already a disgrace).
Less cost, less pollution, less impact on the environment.
It requires the least work as the majority of it would be an upscale if a pre-existing route. Least environmental damage to the surrounding area.
I do not agree with the expenditure and creating more housing along with hemming Bowerhill with Bypasses which were not there!
It looks at enhancing the road, which is already there, with car journey's not being taken as much any more and more flexible working patterns, there seems little requirement for a new road.
Least cost and disruption
Least land grab, options which destroy open countryside are wrong
I think using the current infrastructure and the elements already created (such as the aqueduct) which was built to be made wider should be considered first. The money has already been spent on these and therefore should be the first option.
Preserve green space, improve current bypass at junctions for better traffic flow.

Why have you chosen Option 7a, 7b and 7c
Because, making improvements to the current route is the best way to conserve the countryside and also allow you to have money to spare to spend on developing cycle routes.
Because I think it will be best for the town and the people of Melksham. Utilising and enhancing the current route is surely better than churning up green fields and disturbing the wildlife
least amount of impact, makes most use of existing roadways, least impact to residential areas
I have never encountered problematic or dangerous delays on the current A350. My only wish would be that the route be more cycle friendly.
As I think this would suffice in improving the road safety and traffic congestion without having detrimental effect on surrounding areas, especially the wildlife.
I have chosen to upgrade the existing route
Better for the environment
Economics
The most sensible option.
Least damaging to the environment and probably the best use of the funds available
Why not? It could work
Better impact on all issues
To take traffic away from Seend Cleeve and Beanacre and Melksham. Do not want infill with high density housing estates.
Keep noise and air pollution away from Seend Cleeve. Improve existing routes and get traffic off roads
It's all that's needed
The least cost and not affecting the beautiful green open space near the canal and Giles Wood which is home to a lot of birds and wildlife. we need to protect the environment as much as possible and not keep concreting over it
Least impact on the countryside, cheaper.
Eastern route too near to Lacock
Melksham doesn't want a bypass
Save the green fields around the canal
There is no traffic problem at present, there are plenty of other communities that should be considering improvements to the main through routes.
I think the best value for money and minimum disruption will come from improving the existing route.
There is already a stretch of A350 passing under the Kennet & Avon canal. I really don't want to see a new road bridging the canal and driving through the water meadows. Existing conditions are fine, I think the money could be better spent on (for instance) another doctors surgery.
It's what I thought.
I think improvement to the existing road would be better than a new road
The existing Semington bypass A350 could be upgraded to dual carriageway. Least damage.
My least travel disruption
I think the current road could be improved without having a negative impact on more countryside and other people's homes. Putting more roads in is just distributing the problem not solving it. More houses in the local area, makes a bigger demand for outside space for exercise, family activities, socialising and places for people to have a break from their day to day life for mental health benefits
This is what I think needs sorting out

Why have you chosen Option 7a, 7b and 7c
This is the optimum cost/benefit
This road is a major route from the midlands to Poole
It has the least environmental impact
We need to improve what we have not cover more green space with concrete.
Freeing up the existing route by preventing right turns and changing priorities away from the Stores and Units to allow the A350 to run freer.
Long term benefit to both transport and local residents to avoid delays
Long-term, the best. Why ruin other parts of our region with new traffic? We must improve what we have
Please do something about the delays caused by Asda lights. The next set on at Bath Road should be removed in favour of a roundabout
For health and safety of children attending Melksham Oak walking to school
seems the obvious thing to do -improve the route we have.
best idea yet!
best result, will cost far less and less destruction of countryside.
Just common sense
why not, it makes common sense to improve what's already there.
So that you don't destroy any more of our lovely county with unwanted roads.
Why not? It's the common sense option.
Why not? It's the obvious thing to do
I use the A350 every day and have no issues - Aldi and Asda can be a problem sometimes.
Route 7c causes the least impact on residential areas and would aid traffic around the new housing development in Melksham
Seems common sense to me
Best route
Existing route satisfactory - just need better carriageway(s).
The area around Asda has never worked properly, two sets of lights. Fix it there please
To minimise environmental impact and to avoid the eastern side of Melksham that would increase traffic and danger to children waking to the secondary school from the new residential developments in Estero Melksham. Which would increase car usage at school drop off due to safety issues.
Improving the flow on this stretch of road would hugely increase the traffic flow on the A350
Improvements to the current A350 would be a cheaper option, would not ruin more landscape and impinge on more housing
Improvement is appropriate.
It makes sense to spend the money on enhancing and upgrading the A350 part of which is already feasible for upgrade.
We live in Beanacre and our house has been damaged by the A350. Ideally traffic volumes would reduce anyway as people use cars less, but if that is not going to happen then reluctantly, we would support road changes. Upgrading the existing road would seem sensible, as in Chippenham but is unlikely to be feasible.
I do not want a bypass between Seend and Bowerhill. This would be terrible for the Environment. There will be protests
To build a new bypass to save a few minutes off a commute is expensive and a waste of money. Also, this will cost us beautiful countryside and people a place to escape from the pressures of everyday life.
Eastern route too near to Lacock

Why have you chosen Option 7a, 7b and 7c

The case for a longer eastern bypass has not been made, with the current traffic date based pre pandemic surveys and without consultation with TransWilts. The eastern options would also see an exponential increase in noise light and particulate pollution in an area current not affected by these. Finally, this consultation fails to mention housing and the impact/ location of the revised Melksham plan should have a bearing on where any road improvements should happen.

Least change as possible please but offer alternative option for travel

Least impact on other areas whilst improving their current road

Cost and smaller impact on majority of residents

Try and improve the existing route (provided the cost/benefit is clearly positive). Any other option which requires encroachment, or worse, on open countryside should be avoided - both to avoid environmental damage, and to avoid large capital outlays.

Because money has previously been spent developing these solutions, and a costly unnecessary wide route bypass at a time of unprecedented national debt would be irresponsible.

Why have you chosen Options 8a and 8b

Least impact on residence and most long-term gain

Prefer a bypass

I reside on the eastern side of Melksham

Any improvement to divert traffic on A350 will be advantage to local residents

Just build the road. It is needed

I have just bought a house at Sandridge Place purely for the location. Peace, quiet and countryside being my main reason for moving

Awful traffic at peak times

Traffic going west is very busy in the morning

We need traffic to go the other way around Melksham. Having it the way it is it's like building new housing estate with only 1 way in-out. There were many accidents near Avon bridge and traffic was horrendous peak time

Best option

Its furthest away from where I live

To make it easier to travel out of and into Melksham and easier to travel in to Melksham as other routes to use for people not needing Melksham

Because it solves a multitude of existing problems with traffic and congestion.

Least impact on present environment

Maximise improvement for residents and road users.

Because the impact is less harmful than the other proposals

I don't want more traffic near my home.

They are what I would like to see

I do think if the route is to go ahead the options of 8a and 8b are the best due to having little environmental impact and would keep the integrity of the woodland on the eastern side of Melksham.

Protect the new housing developments on the east side of Melksham, protecting the woodland on east side of Melksham, overall less of an impact to residents. East side of Melksham is already impacted by the A3102.

Options 1 to 7 increase urban congestion, only options 8 and 10 solve the problem, 8a would seem to be the cheapest

Why have you chosen Options 8a and 8b
Because there's too much congestion and accidents on existing roads
Use of existing road structure on that side of town
Believe if the improved route went West of the town this would cause the least damage to the countryside.
Just redirecting the traffic from passing Beanacre residents to Melksham residents, is just moving the problem which will just impact more residents. There needs to be another crossing point to allow the traffic to split and disperse along more routes which will reduce the traffic density. Ideally the route which allows for dual carriageway would be preferred it allows the follow of traffic to be maintained despite slower vehicles, preventing traffic building up.
The route should be as short as possible to reduce impact on land and amenities for recreation.
Least impact on where I live
It's more environmentally green
It keeps the field used in option 9a/b/c
Keep noise and air pollution away from Seend Cleeve. Improve existing routes and get traffic off roads
keep away from Seend Cleeve. Reduce heavy traffic and single user cars
This main road has never been capable of taking so much traffic, it's slow, people are in patient and do stupid overtakes! All needs improvement
To take traffic away from Seend Cleeve and Beanacre and Melksham. Do not want infill with high density housing estates.
Keep away from Seend Cleeve. Reduce heavy traffic and single user cars
The routes to the west of the Melksham have more infrastructure already there so the visual impact on the countryside will be less
More traffic comes from the west, more major roads are westerly, it makes sense to develop to the west.
Has least impact on residential areas
Best of a bad choice.
To keep the traffic away from Melksham and not provide an excuse for developers to build a mass of houses between Bowerhill and the Canal.
Years on construction, disruption not needed
We are in desperate need of a bypass to relive traffic through the town centre and to ease congestion on farmers roundabout.
Most practical and environmental option
I have chosen the routes that I feel are beneficial to car drivers. HGV's should be the priority users of the original A350.
As it is going to have less impact on the Countryside, The Kennett & Avon Canal and all of the Wildlife that inhabit these areas.
Because I do not want to see an eastern route built across the beautiful countryside it would cut across. It would cost a fortune environmentally, environmental disaster, cost a huge amount of money for very little gain in travel time and the inevitable housing infill would completely spoil the current nature of Melksham, Beanacre and Bowerhill.
Because I do not want Traffic on my doorstep Thank you. I moved from London for a Peaceful life
Least new road and least disturbance to environment
Because of road congestion and safety
Most sensible.

Why have you chosen Options 8a and 8b

Looks cheapest to do

It provides a bypass across land least disruptive to that already used for recreation. There is space for cycle way provision. It is also over the floodplain so I am hopeful the area will not be infilled with housing but left as river/canal/marina/nature reserve with some recreational public access for exercise etc

Achieve the objective of bypassing Beanacre and the rote as far as Farmers roundabout, plus enhancements from Western Way roundabout south under the canal to Littleton roundabout would have low impact on the countryside and scenery.

8a and 8b would have the least effect on residents of Melksham and villages

Why have you chosen Option 8a

of those proposed, these represent the shortest proposals that address the problems to some extent. without causing irreparable damage to the local area

My preferred routes focus on least destruction to countryside and key outside space whilst addressing the issues, adequately

To avoid more traffic near school and houses

A new road bypassing Melksham is desperately needed

Less impact as using existing roads as well

All that is required based on future and possible/likely changes to travel behaviour.

Least amount of impact, makes most use of existing roadways, lease impact to residential areas. Impact to the golf club is far more acceptable than impact to homeowners and families

Minimises impact on rural area and green belt. Maintains build in existing developed areas.

keeps traffic out of the areas where new houses are being built and through a residential area. I would prefer to use routes that children do not cross for school or recreation.

I live in Bowerhill and regularly walk to the canal, along the canal and through the fields around the canal the Eastern options cut off Bowerhill residents from accessing these areas and their natural beauty.

Relieves existing road of through traffic improving local environment.

Need to alleviate traffic using rat runs to avoid current A350 congestion

Only route Melksham to Chippenham needs improving for congestive reasons. All other routes would spoil what little walks of nature Bowerhill have

A western bypass. There is a need to ensure that congestion is reduced but at the same time passing traffic is good for business. Huge swathes of greenbelt land and wildlife would be affected and it would spoil the picturesque countryside.

A combination of routes 8a and 7b would seem to be the least detrimental in terms of preserving a bit of open countryside around Melksham.

The bypass should not be positioned across the eastern side of Melksham, this would simply move the problem somewhere else as well as destroying the environment.

Lower impact on the countryside. It is important to make as much use as possible of the existing bypass, particularly the section after the Western Way roundabout, section 7c, that can easily be upgraded. To not use this section and the hugely expensive under canal bridge would be a folly and huge waste of public money.

Why have you chosen Option 8b
These are true bypass routes moving traffic off of the current road network
Least impact to existing residents! Offers the same flow of traffic as the eastern without disruption and noise pollution to existing residents.
Avoids the town completely
Would help with the traffic in Beanacre and be better for resident
Environmental Impact, traffic and health impacts
I believe has the lowest negative impact on the fewest number of people whilst having the biggest positive impact on the underlying problem of traffic congestion, noise and pollution. Furthermore, it appears to be the most cost-effective solution.
Uses otherwise unusable land. Relieves traffic from existing A350 residents. Low negative impact on non A350 residents.
Removes primary from Beanacre and Melksham, improves air and noise pollution, less standing traffic
Most cost effective, it will have the biggest impact and keep traffic away from central Melksham
Bypass would be the only solution.
To reduce the impact of pollution on the residents and keep the traffic away from an area of outstanding beauty which is used for exercise by literally hundreds of people
The wider routes take the bypass and intersections/junctions furthest away from current residential areas so will have a lesser negative environmental impact on the community
10d, 10c and 8b all offer routes which will make my town a far better place to live. All other opens just move the problem to other residents. Although the environment may be impacted the noise levels will be reduced and most importantly road safety will vastly improve
I think it meets the term bypass and I think causes the least disruption to properties and businesses currently in place
Awful traffic at peak times
Although this is the most expensive and possibly difficult option to build, it will be the most cost effective and produce the best result in the long term. Bearing in mind current and proposed development of Melksham, to the east, a bypass on the Eastern side will eventually be enveloped into the town. Many environmental benefits will then be lost. The Western route keeps heavy traffic away from the town but retains access to Bowerhill and local roads. The cheapest option is not always the best.
Least impact on Bowerhill and the canal, an area which needs to be kept free of traffic noise, visual and air pollution
Whilst complexity and cost are greater believe has least impact on local communities
Surely the current A350 Semington bypass provides a good start to taking the bypass around the western side of Melksham and following one of the routes provided by options 7, 8 and 9.
8b moves traffic completely around Beanacre and Melksham through an unattractive landscape already blighted by rail, and power infrastructure.
I understand that the traffic is an issue. At least 8b is used to join on to the existing main road and doesn't disrupt too much countryside. It still makes the work worthwhile as it diverts the Melksham traffic away from the centre. This would be my most preferred choice.

Why have you chosen Options 9a, 9b and 9c
Prefer a bypass
I reside on the eastern side of Melksham
Any improvement to divert traffic on A350 will be advantage to local residents
Just build the road. It is needed
I have just bought a house at Sandridge Place purely for the location. Peace, quiet and countryside being my main reason for moving
9a and 9b seem to offer the best use of existing investment in the Semington Bypass and Farmers Roundabout coupled with a bypass of Beanacre without impact to the remaining green areas of Bowerhill
Traffic going west is very busy in the morning
We need traffic to go the other way around Melksham
Best option
To make it easier to travel out of and into Melksham and easier to travel into Melksham as other routes to use for people not needing Melksham
Cost, environmental impact most effective
Environmental Impact, traffic and health impacts
Because I'm a resident who is affected by the present amount of congestion
Any route to the east of Melksham will have a severe impact on the Bowerhill area and the many existing and new housing developments to the east of the town.
Affects the least housing areas.
Least impact on where I live
Any change to existing route is an improvement
We are in desperate need of a bypass to relive traffic through the town centre and to ease congestion on farmers roundabout.
Least environmental impact whilst still improving traffic flow. Improves journey time without huge amounts of negative impact on both noise and air quality for people living along the other proposed route
Because I do not want to see an eastern route built across the beautiful countryside it would cut across. It would cost a fortune environmentally, environmental disaster, cost a huge amount of money for very little gain in travel time and the inevitable housing infill would completely spoil the current nature of Melksham, Beanacre and Bowerhill.
Has less impact on the green environment, cheaper, and less opportunity for infill expansion and thus adding further pressure.
Because of road congestion and safety
Least amount of options to build off, and an area that isn't already accessed by the public for rare amount of countryside we have access to without the dangers of heavy traffic near by
It provides a bypass across land least disruptive to that already used for recreation. There is space for cycle way provision. It is also over the floodplain so I am hopeful the area will not be infilled with housing but left as river/canal/marina/nature reserve with some recreational public access for exercise etc
The larger routes both to the East and West of Melksham esp. 10c and 10d and 8a and 8b will mean vast amount of houses that Melksham can't support and too many for the natural size of the town. This will become inevitable as the new road will act as a boundary for infill construction and also highlighted by the recent council meeting on this topic where land was reviewed in December. Melksham and the surrounding villages already suffer greatly with pressure on the doctor's surgeries, access to dentists, schools and the town centre

Options 9a and 9b

Use of existing road structure on that side of town

The routes to the west of the Melksham have more infrastructure already there so the visual impact on the countryside will be less

Why have you chosen Option 9a

Of those proposed, these represent the shortest proposals that address the problems to some extent. without causing irreparable damage to the local area.

Take the wider route and avoid destroying the village infrastructure

Shortest route less disruption for us

Large traffic volumes not stopping at Melksham, simply passing en route north and south.

Bypass should divert traffic away from residential houses. Road junctions should be limited and designed to keep traffic moving (feed in lanes).

This option achieves a good compromise between relieving congestion and making the best use of existing previous A350 road investment, especially if the Semington bypass section is made a dual carriageway.

Don't like any of the eastern options

I favour continuing to use the existing Western Way and Semington Bypass rather than building miles of new road to the east of Melksham

7c uses the existing A350 and 9a takes it further away from Melksham and Beanacre

Why have you chosen Option 9b

Use of existing route, least impact on nature, shortest distance, best use of a road to allow passing traffic north/south. Not a development road which primary use is to build more houses which will render the use of the road as a bypass useless.

Less impactful on Melksham and its surrounding areas while building on previous investment

Least overall impact on the environment and hope would continue to contain future, unwanted but inevitable development to the east. Larger scale eastern developments will inevitably lead to filling up with housing and huge amounts more traffic and generally unpleasant environment all round.

9b eases the pressure through Beanacre and utilises the existing roads

The bypass should remain on the Western side of Melksham rather than make the majority of an already adequate road redundant.

Least overall impact on the environment and hope would continue to contain future, unwanted but inevitable development to the east. Larger scale eastern developments will inevitably lead to filling up with housing and huge amounts more traffic and generally unpleasant environment all round.

Why have you chosen Option 9c

Less devastation to the environment

7b+c and 9c: Existing bypass already in place, to upgrade/modify. Low cost, little impact on current surroundings.

Too much traffic now on eastern way and Sandridge Common Roundabout

Why have you chosen Option 10a and 10b
Prefer a bypass
An eastern bypass reduces the stress of traffic through the town centre and Beanacre Road, reduce delays and congestion and create easier connections to the M4 for the eastern side of Trowbridge
More logical to go in open areas with less housing around. A350 is already western side. So need eastern access
Bypass must be wide enough from the centre of Melksham. Only viable on east Melksham
The options of 10a, 10b, 9a and 9b seem to offer the best use of existing investment in the Semington Bypass and Farmers Roundabout coupled with a bypass of Beanacre without impact to the remaining green areas of Bowerhill.
Traffic needs to flow to stop pollution and user time. The Eastern option offers the comprise for routes. environmental impact and improved links to Calne and Devises.
Because I know the area and impact on all residents
The fields in this area have already been destroyed to make way for houses so to add the bypass here makes more sense than destroying even more green areas in Melksham.
Its furthest away from where I live
Prefer '10' route as fewer rural communities, fewer obstacles and less sensitive countryside, plus cheaper route
Keeping the existing route or eastern side of Melksham.
There is clearly a problem on the A350 with congestion and it will only get worse. There are enormous lorries driving through Beanacre often over the speed limit and the road simply isn't designed for it. I believe a bypass is required and having seen all the plans, the only feasible and realistic option would be on the eastern side of Melksham.
Environmental Impact, traffic and health impacts
Makes more sense. Don't need to come out towards Whitley and Atworth most traffics is heading south towards Westbury
I feel that a bypass to the east is the best option for the majority of people and will keep traffic further away from the town.
Western routes would devastate a beautiful undeveloped area with village atmosphere and important natural habitats
Most sensible for a bypass. Most development is East of Melksham
As I think they will be better for Melksham.
Provide the larges diversion to through traffic whilst utilising roads already built.
Simpler and cheaper to connect Beanacre to existing original bypass route via Snowberry Lane and New Road
I believe eastern route is the best for future proofing road, and not as many rail and river crossings
Upgrading existing infrastructure is cheaper and infinitely more environmentally friendly than destroying hectares of the local green belt. It has worked well in Chippenham and various sections of option 7 are already primed for widening which means they should be infinitely more deliverable on time and within budge
These represent the shortest proposals that address the problems to some extent. without causing irreparable damage to the local area.
Less disruption to housing and avoiding the canal.
Least damage to the environment. Value for money. Taking advantage of Semington Bypass which is already there.

Why have you chosen Option 10a and 10b
Easy to deliver with regard to impact on community. Care must be taken of the local environment to preserve habitats, wildlife and flower and fauna.
Only options that will work others will cause huge bottle necks and result in poor air quality and a missed opportunity.
Minimum environmental impact and value for money potential. The goal should be to achieve the stated outcomes with the minimum loss of greenspace and rural environment
Less cost, less pollution, less impact on the environment.
I think the best value for money and minimum disruption will come from improving the existing route.
These proposals use 7 c which already has 2 bridges along it which have been widened to take dual carriageway.
It seems by far the most obvious option.
Should choose options to the east of Melksham for least inconvenience to all.
Eastern routes look more viable
Best option by far
Because it will bypass the town centre
Impact on the village area to west would be more than the Eastern routes and Eastern routes more appropriate to improve or amend in future
Flood plain to west of Melksham and crossing railway twice make western route less feasible.
Less impact on local community
Less impact on villages and local residents
There will be more people effected with the Western routes, than there would be with the Eastern routes.
Less impact on the Kennet and Avon canal. Route on the west of Melksham are not feasible due to several obstacles, so unlikely they will be considered.
Would link well to bypass by the rugby club. Ease, it also seems like common sense, not that that is normally taken into account
Best option for traffic and avoids coming closer to Shaw
Less invasive to the environment as opposed to crossing the canal which is destructive.
Least 'kinks' in the route to suit HGVs.
Too much traffic now on eastern way and Sandridge common Roundabout
Least impact on environment, avoiding need to re expand later
Most beneficial to Lacock - reducing north Melksham traffic through village
This seems more practical and less impact on the environment
Least impact to existing properties and villages
Believe small upgrades will suffice, but if one is going to happen, then it makes sense to bypass as much of Melksham as possible. Would be very wrong to go through to the popular golf course, certainly closing it.
Route would seem to have less impact on existing properties. Most traffic at morning peak is travelling to M4 corridor and beyond.
I believe options 1 to 7 would not help the congestion problem as a lot of the traffic comes through the town, additional bike/walking use would be good for the community but will not help restrict the traffic. I believe options in 7 will not help, they are sticking plaster solutions, and one day upgrades could be needed in the future. With the lack of space on the current route for large upgrade work, I believe the initial money could be better spend on a relief road that can be upgraded in the future with the least amount of capital. I believe the options in 10 would allow this.

Why have you chosen Option 10a
10a being the most sensible starting point upon initial look
Appears to work best
Seems best option for most benefits. Some of the options seem very superficial.
I don't want the western routes to go ahead. It would bring too much traffic too near to the village of Broughton Gifford and eventually open the door to "in filling" housing.
It takes traffic away from Beanacre and around Melksham
Minimal impact to current countryside
To minimise impact on unspoilt countryside to SE of Melksham
Less destructive to the wider environment, if you choose to live next to a main road then it's reasonable to expect there to be traffic! Don't push all the noise and pollution onto the lovely open countryside
Least impact on environment around Beanacre
Making the A350 can be made better if you would really think about it. We don't need to go faster, just keep moving
10a provides a route to the east of town. Deals with the issues around Beanacre but doesn't open a large opportunity for enormous amounts of future housing developments. Its more affordable and utilizes the existing infrastructure where available.
Shorter new routes and using existing bypass 7c and bridge under canal
Better impact on all issues
It meets most of the primary concerns but has the least environmental impact.
Years on construction, disruption not needed
Takes through traffic around Melksham.
Easier to deliver and using the current Semington Bypass which is essential not to have a Bypass off of a Bypass as with 10d
Takes traffic away from built up areas with least detrimental impact on the rest of Melksham.
Not crossing the canal would be much better environmentally. Local wildlife would be a disaster if it went south of canal.
Lowest impact on community
Shorter and cheaper and less disruption to existing housing and wildlife
Option 10a provides easement to the main sections of road that prove to be an issue for traffic, which are labelled as options 7a and 7b. The section of road labelled in option 7c does not cause a problem.
10a = will cover majority of road users, with increased housing in East and main commute to the North - act as a link road to Melksham town only, and will alleviate traffic at Farmers Roundabout on Main Bypass current route.
I have chosen the routes that I feel are beneficial to car drivers. HGV's should be the priority users of the original A350.
Best use of existing infrastructure and least impact on environment
Reduces congestion & delays. Least damaging to countryside & environment & wildlife
Don't have to cross canal or railway, utilising existing roads that could be upgraded.
Less destruction of the setting of the canal and less population exposed to fumes
Large traffic volumes not stopping at Melksham, simply passing en-route north and south.
Less environmental damage by sorting out the existing road and 10a makes a lot of sense with all the rest of the roads being there already. Don't destroy a lovely valley East of the town with yet more road building

Why have you chosen Option 10a

10a: Low cost, will act as 'Local Traffic' route only which represents 76% cars and 68% HGV traffic, taking into account that most housing and new developments are on East side of Town.

It's a more sensible route, shorter and cheaper.

If there must be a bypass, 10a=lowest cost option and reduced scale of overall visual impact

If there must be a bypass, 10a would appear to offer the lowest cost option and reduced scale of overall visual impact

Takes traffic away from built up areas with least detrimental impact on the rest of Melksham.

10c in the long term is the best option, but 10a in the short term would work providing upgrades from the A3102 roundabout to the existing A350 roundabout are done with other improvements to Eastern way/ new road to A365 roundabout.

Why have you chosen Option 10b

The option seems to be optimal solution for the associated issues.

The existing A350 Beanacre to the Semington Bypass is no longer a suitable road for the volume of traffic using it and a replacement purpose designed road has long been needed. Proposals have been put forward to my knowledge since the mid 1970s and have not been pursued. The development is now essential for the Melksham Community, long been needed

Because these take the traffic out of Melksham, including HGVs. We need to augment public transport. The 9 options are bizarre, they just slightly redirect the existing A350 before Melksham. These options wouldn't help with congestion in Melksham.

Least impact on greenfield sites

Effectiveness of benefits delivered

Removes long-distance and strategic traffic from Melksham, improved safety on town roads, ability to then reduce speed limits and improve pedestrian and cycle facilities through the town.

takes traffic furthest away from main town area

10b: enhances 10a, and in addition will cover all other Local road users. The Main North/South passing traffic only accounts for 24% cars and 32% HGV and are therefore minority users to continue with current A350 with enhancements for 7a/b/c where possible.

This might stop traffic cutting through Lacock to get to Melksham & Calne. It makes sense to link the A350 with the Eastern way and access to the other side of Melksham which will become less congested. It will filter traffic away from the existing Farmers roundabout/ASDA/Aldi area which gets congested and is not a particularly safe area. It should stop traffic cutting through New Road/Sandridge Road/Blackmore Road/Queensway to get to town and the existing A350. It prevents a busy road being put through Southbrook & Shaw, having to cross the river and railway destroying the countryside. It provides better access for Calne and Devizes avoiding traffic coming through town. New Road and Forest Lane will have less speeding traffic allowing safer cycling and walking to be enjoyed.

Less impact as using existing roads as well

Easy of Melksham would have much less impact on local communities. Using the western options would be massively disruptive.

10b seems to have the least environmental impact consistent with scheme objectives. 10c is the next least worst option

Eastern routes seem to have less impact on area and deliver better improvement.

Bypass links to Eastern Way Road which is designed for large capacity of traffic.

Why have you chosen Option 10c and 10d
10d or 10c represent a true bypass and futureproofing sustainable levels of traffic and safety prefer a bypass
10c & 10d do exactly what is required and will provide the most return
10c & 10d are the only complete solutions to the A350/Melksham traffic problem. All other options fail, in varying degrees, to fully address the problem which will require more money to be spent at a later date. Please note that future road traffic will not diminish but merely switch from fossil fuel to clean renewable energies.
Just build the road. It is needed
An eastern bypass reduces the stress of traffic through the town centre and Beanacre Road, reduce delays and congestion and create easier connections to the M4 for the eastern side of Trowbridge
More logical to go in open areas with less housing around. A350 is already western side. So need eastern access
Bypass must be wide enough from the centre of Melksham. Only viable on east Melksham
These are true bypass routes moving traffic off of the current road network. All other 'short' options I do not consider to be a bypass at all, and whilst they may be cheaper in the short term they simply dump traffic back onto the already busy or, in the case on 10a and b onto an estate road close to a primary school with the associated hazards.
Makes the biggest difference to my life and greater benefits to Melksham
Any option apart from 10c and 10d will still bring traffic up the A350 and through residential areas that are heavily used by pedestrians
Will have least affect in Melksham as a whole.
Because I know the area and impact on all residents
It is pointless just tinkering with this. Think strategically and look at this from the overall north south perspective. A full bypass is what is needed.
10c/10d - otherwise there seems to be just shifting the issues from one side of town to the other
Because anything shorter would be a complete waste of time
Will solve problems by providing proper bypass and not shifting the problem into new housing areas
A bypass should avoid the town, and housing estates. It should have the least number of junctions possible. By definition, it should take through traffic, passing around the town, as fast as safely possible.
Beanacre needs a bypass. I don't really mind which one but chose the ones that seemed best according to the details.
The 10 series routes seem to stand the best chance of being practical and achievable. .
10a being the most sensible starting point upon initial look
need to bypass Melksham as a whole rather than shift the issues to another part of town
10c and 10d will keep the majority of heavy transport away from the roads around the town. With the increase of new houses brings more families with children, the 2 preferred options will reduce the traffic around Spa Road, Snowberry Lane, Oak school and proposed new school at Pathfinder way.
10c and 10d would future proof traffic flow to south coast port
I believe the route 10 options are the least disruptive to existing settlement areas and countryside
Impact on other roads and existing infrastructure
It's the option that will provide the most benefits and the best value for money

Why have you chosen Option 10c and 10d
Using part of Semington bypass already built and crossing canal, turns east and runs south of Bowerhill trading estate to enable expansion of trading estate with very close road links, turning north towards the A350 north of Beanacre will allow space for more housing to fill the space out to bypass.
Any route going through the town or connecting the current eastern bypass isn't viable as it would simply shift the congestion
This would take traffic out of the town. There have been a few bad accidents on the A350 near Aldi over the past few years
Best route for long term development
I feel that a bypass to the east is the best option for the majority of people and will keep traffic further away from the town.
Western routes would devastate a beautiful undeveloped area with village atmosphere and important natural habitats
The only route with least disturbance of houses
Most beneficial as Sandridge area has the most development
Wiltshire Council need to take the plunge and construct the road which Melksham needs for the next 25+ years and that's 10c or 10d
Most benefit overall for the greatest amount of people. Overall improvements to quality of life in and around Melksham plus significant improvement for road users
Option 10c or 10d would be the best,
Longer bypass the better, anything less will just be a cop out which has limited temporary benefit
We need a complete bypass, not a fudge
We the people of Melksham need a bypass not a reroute of the A350 through the town
By the time it's built the needs will be much greater and will justify the higher costs. All other options like a sticking plaster. Good long decent bypass is required.
If you are going to have a bypass then do it properly rather than only partially which in time would only lead to further delays so where you can, completely avoid the town to allow the north-south traffic not destined for Melksham to flow
To take traffic away from residential estate roads in Melksham and to have a credible bypass similar to the Chippenham bypass.
The wider routes take the bypass and intersections/junctions furthest away from current residential areas so will have a lesser negative environmental impact on the community
All other options are totally impractical and will just move and worsen congestion in other parts of town .10c and 10d are the only options that get anywhere near solving the congestion, safety and pollution issues
I support these Options because they appear to offer the best trade-off between benefits and risks and are in line with my comments submitted in response to the draft Neighbourhood Plan.
Best route benefits and will support existing and proposed development to the south and south east of Melksham. The western routes offer poor value for money, cost and delivery risk and have the largest impact on village communities.
10d, 10c and 8b all offer routes which will make My town a far better place to live. All other opens just move the problem to other residents. Although the environment may be impacted the noise levels will be reduced and most importantly road safety will vastly improve
Completely bypasses Melksham & Beanacre, not a compromise that would be regretted a few years after construction
This is the least environmentally damaging option

Why have you chosen Option 10c and 10d
10c and 10d provide the greatest relief for traffic and smallest impact on residents.
It makes sense to connect north and south with a good road. 10c and 10d take traffic away from the most houses and leisure areas overall and give best value for money.
To keep passing traffic out of the town and away from as many residents as possible. To hopefully have a more pedestrianised user-friendly town centre and safe cycling and routes to the train station which is quite cut off at the moment due to existing road. With the old A350 this will give an alternative for emergencies thus not necessarily needing to use the town centre as an alternative. Melksham needs this bypass to become more of a community. Also, it will hopefully encourage some businesses to set up in Melksham and on the outskirts providing employment
Main Artery to New homes sites on that side of Sandridge will need M4 access. Pollution from hgv away. From existing homes that have narrow paths Access best route from M4 to serve all existing industrial areas
Makes more sense. Doesn't need to come out towards Whitley and Atworth as most traffics is heading south towards Westbury
This seems to have the least impact but gives a good outcome
The existing A350 Beanacre to the Semington Bypass is no longer a suitable road for the volume of traffic using it and a replacement purpose designed road has long been needed. Proposals have been put forward to my knowledge since the mid 1970s and have not been pursued. The development is now essential for the Melksham Community, long been needed
I believe eastern route is the best for future proofing road, and not as many rail and river crossings
A long eastern route would avoid all the built up areas and provide good links for traffic from Calne and the new housing to the east of Melksham
It seems by far the most obvious option.
Should choose options to the east of Melksham for least inconvenience to all.
I think there should be a long bypass around the eastern side of Melksham to support the high level of development in recent and coming years. I live in one of these developments and think it would be beneficial to be able to connect to Chippenham/the M4 without going through Melksham town centre. I don't think that the western side of town should have to bear the brunt of the development on this side of town. I'd prefer a longer bypass than a shorter bypass as the eastern way is already very busy. The best solution is to take the majority of the traffic around the town
Eastern routes look more viable
Best option by far
Because it will bypass the town centre
Impact on the village area to west would be more than the Eastern routes and Eastern routes more appropriate to improve or amend in future
Flood plain to west of Melksham and crossing railway twice make western route less feasible.
A bypass around the Sandridge area would open access to that side of town, but also split the traffic across the current A350 and the new road. Also limit the road noise on the current A350
Less impact on local community
Less impact on villages and local residents
Longer bypass the better which is to the east. This will benefit for a longer period instead of doing a shorter half a job
There will be more people effected with the Western routes than there would be with the Eastern routes.
Best option for traffic and avoids coming closer to Shaw

Why have you chosen Option 10c and 10d

Least 'kinks' in the route to suit HGVs.

Too much traffic now on Eastern Way and Sandridge Common Roundabout

Least impact on environment, avoiding need to re expand later

Most beneficial to Lacock - reducing north Melksham traffic through village

This seems more practical and less impact on the environment

Least impact to existing properties and villages

Believe small upgrades will suffice, but if one is going to happen, then it makes sense to bypass as much of Melksham as possible. Would be very wrong to go through to the popular golf course, certainly closing it.

Route would seem to have less impact on existing properties. Most traffic at morning peak is travelling to M4 corridor and beyond.

I believe options 1 to 7 would not help the congestion problem as a lot of the traffic comes through the town, additional bike/walking use would be good for the community but will not help restrict the traffic. I believe options in 7 will not help, they are sticking plaster solutions, and one day upgrades could be needed in the future. With the lack of space on the current route for large upgrade work, I believe the initial money could be better spend on a relief road that can be upgraded in the future with the least amount of capital. I believe the options in 10 would allow this.

Why have you chosen Option 10c

Most comprehensive option with highest value for money

It's the only option apart from 10d that actually is a bypass We can't build a such an important road through Melksham between the majority of our homes and our only Secondary school. Route 10c offers potential for extra housing and business growth. This is the main viable route from the south coast to the M4 and the only the only negative I can see for this route is that it isn't completed 5 years earlier, we need 10c now.

Seems to provide best value for money

The combination of 10c and 7c is the only solution that makes any sense

Easier for my partner to get to work

Best value for money and least disruption during construction.

Best whole life cost impact for town and county planning. And local growth

Prefer 10c

It achieves its aim as a bypass without disrupting housing or recreation areas to a significant extent. All the other options are too close to, or part of, existing housing estates.

Furthest from schools

Best overall in dealing with the problem

I think running to the east of the town makes more sense with developments and access to industrial estates

Option 10c

This option completely avoids cars having to go through existing routes in Melksham reducing the impact of air quality on the town. It also has a continuous run through which should be the best option to keep the A350 moving.

Best compromise between journey time impact, cost, delivery challenges and delivery requirements. It also carries additional benefits (e.g. improved cycling routes)

Route that diverts traffic around the town with best flow for traffic

This is the best route for saving time on journeys and avoids all existing roads

Why have you chosen Option 10c
Less impact on environment. Utilising the current Semington bypass, therefore not a waste of taxpayers' money. Good communication to industrial estate. Through traffic still able to access the business park at the Bowerhill roundabout.
Because I think to east is the best way
Prefer '10' route as fewer rural communities, fewer obstacles and less sensitive countryside, plus cheaper route
Because it will give us a complete bypass of the whole of Melksham thus protecting all of us from all through traffic rather than only partially bypassing a few residential estates. Also, it will save money in the future because I am sure the smaller bypass options will need expanding with time as Melksham grows ever bigger.
It addresses the issue without adding the additional cost of extending further south across the canal and Semington Brook and creating a major new bottleneck on the A361, negatively affecting adjoining villages.
Takes route across land already compromised by urban and industrial sprawl
It is the most sensible and logical route which will provide a long term benefit.
It had the greenest colour for the environment and the value for money was med to high, the best option
It seems to give the greatest benefits and moves the through traffic away from the built up areas of Melksham. This will reduce the traffic and therefore the pollution in the area.
Best value for money.
The A350 is easily dualled; the A361 is not suitable; going through town seems a waste of time/money; the canal does not need to be disrupted; visual impact on the flood plains to the east is less affected; less impact on existing housing;
It (10c) actually bypasses Melksham, rather than encouraging traffic further to the town before "diverting" it elsewhere (10a/10b)., 10d also achieves this but is more expensive for little additional gain. These 10x options also support the commuting needs of the new developments which are emerging on the Eastern side of the town.
10c is the most cost-effective option
To create the most free flowing traffic North South A350 traffic and free up all of the existing infrastructure around the Farmers roundabout, Bath Road Junction and Beanacre Road.
Avoids floodplain and new canal link project. Takes road away from town and housing. Easier access to Bowerhill for HGV and trading estate traffic. No physical impact on existing canal.
10c looks to be the best from a traffic flow, environment improvement, noise reduction, safety, Return on investment, business access, links to other areas, minimum disturbance to existing population and sets the standard for future structural developments. It will also considerably improve the walking and cycling access from north Beanacre to Melksham
Least disruptive to existing environment/housing/business. Fulfils all criteria. Slightly less expensive than 10d without any less impact.
Keeps through traffic away from the town and on Value For Money is rated medium to high
Most cost effective, it will have the biggest impact and keep traffic away from central Melksham
I believe this route will have the greatest benefit in terms of noise, pollution and safety to the current residential areas which currently support the traffic that would move to the bypass.
10c due to its cost/value compared to others
It has least impact on current homes and provides good access to the Bowerhill industries.

Why have you chosen Option 10c
Best option of the longer bypasses by far. Best impact on noise and air pollution for Melksham residents and means Melksham town can have improved cycle ways and walkways
10c cheaper than 10d and should be adequate
It seems the best value and will have the least impact on inhabitants
Seems to be the route that will have the most impact on route improvement
Studying all the proposals it would appear to me as a layman that Option 10c provides the most relief and benefit to most people whilst having the least impact on the fewest. Anything that joins north of the Farmers roundabout would have very little benefit and is likely to cause an even greater bottleneck in an already congested area.
If you are going to do it, then do it right. A bypass is what it is - by passes the town and associated congestion
A long term solution is needed, avoiding residential areas wherever possible while at the same time minimising heavy traffic away from what is fast becoming a trunk road.
It takes through traffic out of Melksham and allows those travelling at peak times within the town i.e. school run to get around easier
It is the clear winner - a genuine bypass. None of the short ones work quite honestly, and the longer units than this are expensive and impractical.
This route removes the most traffic away from Beanacre and will help alleviate the need for the diverted HGV's from the A36 to drive through this part of Melksham. To create a better access for those that live on and just off the A350, especially at peak times.
Probably the best route for use, and cheaper in the long term given existing infrastructure
It is the most sensible
Best long term solution. Seems to be the more cost effective solution. All the other would require revisit in the future as housing development continues.
This would provide greatly needed relief to Beanacre and Melksham from the huge ever increasing volume of traffic on the A350
Seems the best one for all but am concerned about getting across the traffic if on the Devizes to Melksham road.
Least disruptive to all Melksham residents
Most practical
Best for the town and traffic management, best value for money
It seems the most sensible for access around Melksham, allowing exits towards Calne, Devizes and areas east of Melksham. It also accesses current road systems which are or have been recently improved
All construction would be complete in one scheme, costs less than west of Melksham proposals, 40% traffic reduction.
It keeps traffic away from the town and residential/heavily populated areas.
Easy of traffic flow through bottle neck areas and avoids homes and improves lives for those living in Beanacre and Melksham on the A350
It is the logical and most economic route - and the route most beneficial to Melksham
Less disruption to housing and avoiding the canal.
Least damage to the environment. Value for money. Taking advantage of Semington Bypass which is already there.
Easy to deliver with regard to impact on community. Care must be taken of the local environment to preserve habitats, wildlife and flower and fauna.

Why have you chosen Option 10c
Provides the greatest traffic relief to the A350 and is less constrained than other options. Also has the potential for delivering associated environmental benefits in conjunction with urban expansion to the east of Melksham
I believe a combination of 7c and 10c would provide traffic flow relief to Beanacre without carving unnecessarily into the countryside and the ensuing environmental loss.
Ease of delivery. Good to use the current Semington Bypass which is a good use of public money. Careful thought must be given to the environment and recreation - canal having a bridge over would be shameful.
This route may not be the least expensive, but it has less problems with infrastructure on the western route.
The most obvious route with the most benefits.
Best value and long term growth option
Easier to deliver and using the current Semington Bypass which is essential not to have a Bypass off of a Bypass as with 10d
Takes through traffic around Melksham.
Easy to deliver. Least disruption to the environment. Do not want canal disrupted. Good to use current Semington bypass already in situ.
Away from listed buildings and close to the Bowerhill Industrial Estate - good for access. Use of current Semington bypass is excellent as can always be made into a dual carriageway.
Lowest impact on community. 10d would have huge impact on recreation and local endangered wildlife. Would be catastrophic.
Making use of the Semington Bypass as much as possible. Or that would be an utter waste. Having a Bypass off a Bypass otherwise is odd.
Most impact upon traffic delays and cuts out all bottle necks. Of the long options least impact upon environment. Best value for money. Removes more traffic from local unsuitable roads e.g. A361 through Seend High Street.
10c offers the least disruption to the town, offering the greatest benefit to traffic congestion
Because Melksham will block up unless you can drive out towards Calne, I have sat in the traffic jams in Melksham and the traffic is travelling eastwards. A reduction in traffic jams through the town produces the ability for Melksham to be a destination. Housing development is spreading out along the A350, Bowerhill now combining as part of Melksham. This new road will allow new planned and coordinated development, without the negative effects to established communities, especially Whitley and Shaw which will be so negatively impacted if the scheme was allowed to move in any westerly direction.
Creates a better route that bypasses the majority of the town and allows more options for housing in the future.
Delivers the best value bypass and best avoids residential areas and only needs one bridge.
I prefer the option 10c as I believe it will address the issue for the long term, the shorter options especially 7a are a bit of a fudge, just moving the problem further down the road. The volume of traffic especially heavy traffic has to be diverted completely.
It runs from the main residential area to the far side of Beanacre with least impact on outskirts of villages like Beanacre and Whitley. It is best value for money and has potential for the future
After careful consideration of presentation.
The 10c Eastern route would not impact on the town or surroundings as greatly as any of the Western routes, especially is the ground is higher, and much less likely to flood, and is a more direct route than any of the Western alternatives

Why have you chosen Option 10c
Greatest potential to relieve/spread congestion in and around Melksham and Beanacre with least collateral impact and lowest risks.
It's a true bypass that will mean traffic passing through Melksham can pass through quickly without clogging up local roads but still being able to take advantage of the services at Hampton business park. It's less invasive to urbanisation than options 8 and 9. Best cost benefits assessment and impact to environment. This is the only option that will be worth the investment.
Best traffic flow, cheaper than 8b, less environmentally destructive, farther from habitation for noise, air pollution.
Least impact on local residents
Safety
Most likely to achieve long term traffic control.
Because 10c offers a solution to Melksham without adverse impact on other communities either now or in the future.
Route would cause the least amount of disruption
10c appears to be smoothest option. Least impact on current assets, gives route option for through traffic and links with the recent large increase in housing
To improve road capacity for as far into the future as possible
It is one of three that is most practical but is the only one that doesn't require a crossing of the Berks and Wilts canal
Best overall cost/benefit
Least impact on existing villages and housing
10c will allow you land for housing
Because it is the only one that gets the traffic away from Melksham & Bowerhill and has long term viability
I prefer route 10c or close second 10d as it will take the most traffic away from Melksham, Forrest Lane and Lacock. All other Western routes seem more complex, have noise issues and do not redirect as much traffic.
No need to go any further than milk churn roundabout as the current road from there onwards is perfectly adequate and could even be widened
These proposals use 7 c which already has 2 bridges along it which have been widened to take dual carriageway.
10c best for coming from Chippenham to new Melksham housing and the dump, and to head further to Devizes and trowbridge
It avoids any central areas of Melksham town
We need the bypass but needs to be Option
Takes the majority of traffic away from the town and reduces pollution for residents
10c is a proper bypass so if it has to be built do it once to achieve maximum effect.
Because a bypass along that route has been the obvious and most cost-effective solution for over 40 years now. Nobody should be surprised. It's a wonderful opportunity for Melksham - Westbury would roll over and die for a by-pass!
This takes traffic away from the town centre as much as possible and impacts on surrounding villages the least.
Adds greatest benefit for reducing traffic, especially HGV's from Melksham, though needs smoother connection to improve flow where it joins the current A350 both to the North and South
Most effective route, lower cost, least impact on residential properties and other existing facilities, and greatest overall benefit.

Why have you chosen Option 10c
10c seems to be most effective route for reducing traffic on all roads around Melksham at what would be a reasonable cost compared to the other longer routes.
Reduce traffic in the Melksham and Lacock area making roads quieter and safer for our children to cycle reduces emissions in the town and noise pollution for 100s of homes reducing holiday traffic that is likely to be worse post Covid.
It is taking the traffic away from residential and school areas
Looking at the options available for consideration, it would seem likely that the improved route would simply move the traffic from one residential area to another. If the route that goes around Bowerhill and Melksham is chosen then it may possibly be an improvement
Least environmental impact for best reduction in traffic and pollution near residential areas
Melksham is expanding rapidly, unless the new road is distanced from the town it will just attract infill development which will clog it up.
This makes most sense to bypass the town with least impact on the environment and expense
Least impact on properties, mainly farming land. The bypass passes on the east side of town which would also help route traffic from the town centre to Calne (which would otherwise remain), and it also backs onto Bowerhill to support needing no further connectivity away from the bypass for industrial vehicles. It also maintains police headquarters being on the primary route.
It seems the most logic route. Bypassing all the problems of the western options. Bypassing all the schools east of the town.
The least disruption to residents of Melksham.
Medium to high impact. Good value for money compared to other options.
It seems the most sensible future-proofed option to take traffic away from the town
It is the most cost-effective and slightly more acceptable in environment terms if forestation opportunities in the Bowerhill-Seend gap are exploited as they should be
This stays clear of as much of the developed area of Melksham and should be the least expensive to build and provide the maximum benefit to Melksham.
It's the most sensible and cost effective option and least disruptive for residents of towns and villages
Less invasive to the environment as opposed to crossing the canal which is destructive.
If there must be a bypass, 10c=best overall value for money
If there must be a bypass, 10c would offer the best overall value for money.
Takes commuter and especially freight traffic away from the built up areas. New distribution centre complex on J17 of M4 will also contribute more freight as well as Bath denying HGV's through access.
It bypasses all of Melksham, it appears the most effective solution in removing traffic through the town.
10c in the long term is the best option, but 10a in the short term would work providing upgrades from the A3102 roundabout to the existing A350 roundabout are done with other improvements to Eastern way/ new road to A365 roundabout.
It is the only option to remove the congestion out of the town area, 10a and 10b will move congestion from the Farmers Roundabout to the A365/Spa Road roundabout and increase the chance of roads such as Kenilworth Gardens becoming rat runs.

Why have you chosen Option 10d
This route is furthest away from any residential properties, and only has one river crossing. The route will open up possible business development alongside it, which already has development ongoing. This will bring much needed employment to the area.
Because it is a proper bypass not just one in a series of link roads.
Will reduce the traffic congestion and noise through Beanacre and Melksham by taking the majority of the heavy goods traffic away from the town plus will ease congestion on the Farmers Roundabout as after the so-called improvements completed last year it has got worse
Because building the bypass ought to be done where it impacts least on the already over expanding urban development of Melksham
Because I feel it needs to benefit the local community just as much as road users passing through. It's a well need road for Melksham. But it must not be in jeopardy of a being a noisy and unpleasant road to wind in and around obstructions, i.e. houses and businesses.
Only proper bypass to Semington I hope
It is a more suitable route for a joined up dual carriageway and is the least intrusive.
Minimise changes to current landscape
Common sense
It is a bypass that is needed, so that should bypass Melksham. It should be set away from housing so that pollution is not brought closer to living areas.
Least impact on residential areas and takes traffic away from the villages and town
Move worst of traffic passing through area that isn't using local facilities. Leaving current infrastructure open and accessible to those who use local community whilst achieving future proofing for 15-20 years time not 5-10
Least impact on surrounding villages and it actually bypasses Melksham rather than moving the issue down to Farmers roundabout.
I think if there's to be a bypass, it's better to do a proper job and have a full bypass like the one around Warminster.
The East side of Melksham appears to be the most sensible route. There are constant issues/delays crossing the Avon during times of flooding and this solution seems to best mitigate the problem.
Best for traffic.
Most reduced journey times
In my opinion it provides the least risk of just moving the traffic jam further along the A350. I also think it will improve the air quality on Melksham.
Clear route south bypassing Melksham and impacting less small villages.
Most benefits to Melksham
It would fit the description of a bypass
Melksham needs a decent through road away from existing properties that can expand to meet future demand and that can be effectively screened.
Although 10C is cheaper taking into account of Bower Hill residents, 10d would be the most beneficial for them.
It will take the traffic away from Beanacre and Melksham has the least environmental impact with the most positive benefits
Makes the most sense
It creates a new road which future-proofs the network around Melksham
Least impact on environment around Beanacre

Why have you chosen Option 10d

Its course is potentially further away from existing housing. Most of the others utilise existing roads, some of which pass through residential areas. 10c routes itself too close to residential areas of Bowerhill and would require sound attenuation barriers given the long stretch of road and the prevailing SW winds. 10d flows about halfway between two communities with adequate separation from residential properties. 10d suggests that it would better meet with the subsequent extension of the strategic road southwards as envisaged by the Western Gateway.

Has the least impact on existing residential areas and the most opportunity for future development once the road has been built. Such as the possibility for dual carriage ways

Best proposals by far

Looking to the future this offers the overall best option, improving commercial and private vehicle traffic flow past and around Melksham and providing ready and easy access to the Bowerhill Industrial Estate and business premises in and around the town centre.

Journey time savings benefits. Beneficial impacts on noise and on residential properties. Will draw through traffic away from the centre of Melksham and existing A350 / Eastern Way routes with associated benefits. 10d route option over 10c will avoid a bottleneck at the southern end of the existing A350 at Semington by splitting the traffic between the existing and new A350 routes.

If landscape mitigation measures can be taken, particularly near to the canal, the 10d route will be the best long term solution to the traffic congestion and have the least impact on current housing,

We need to grasp the nettle and join the north and south of the A350 in a way that is future proofed.

10d is the only one apart from 8b that is an actual bypass

All other options divide parts of Melksham and either Bowerhill or Shaw.

10d creates harm to the smallest numbers of residents

By-passes intersecting the existing roads in Melksham will have limited benefit and will likely just move the problem. 8a and 8b cross agricultural land that is of mixed quality, and low public utility, and the impact on residents would be minimal whilst delivering best effect, especially 8b. 10c will cross land that is of high utility, severing links to the canal and woods that are used by a wide group of both local residents (on foot) and Melksham residents who drive there. 10d keeps these routes intact.

Fully addresses the issues with the current A350 with the least detrimental effect on residents and properties. It also provides a viable alternative to the A361 via Seend for HGVs without diverting them past the Oak School and through the Spa at Melksham.

Just want traffic not going through Melksham, the congestion/pollution caused makes it a no brainer, unfortunately the no brainers will probably get their way

Avoids the town

Would link well to bypass by the rugby club. Ease, it also seems like common sense, not that that is normally taken into account

I proper bypass not a half measure.

Not a half measure. A proper bypass that's needed

Responses to question 14

Question 13 asked whether you would like to see more facilities for walking and cycling within Melksham come forward as complementary measures to a potential A350 bypass. Question 14 asked what facilities you would like to see.

What walking and cycling facilities would you like to see?
What facilities do we have now? Not one I know of.
More dedicated cycle paths similar to the French voie vert
As a small business I would like to see easier movement within Melksham. Provide local people and businesses simple and safe routes to reduce reliance on cars for short trips into town
The ability for families (not just the uber-keen cyclists) to cycle safely and ideally off-road N-S, E-W across Melksham and all the way round the perimeter.
A cycle network around Melksham linking us to surrounding towns & villages i.e. Lacock, Chippenham without using main roads
Larger cycle / footpaths - people seem to walk in the middle, difficult to get around.
Circular cycle route possibly along the new Wilts and Berks canal and Kennet and Avon canal
Improved connectivity between railway station and town centre.
Cycle lane better upkept pathways
Cycle routes alongside the new road rather like the existing Eastern Way
Cycle paths and wider pavements
If a Western option or improvements to existing A350 undertaken, the existing well used canal path Sells Green - Bowerhill - Semington will continue to be enjoyed
Improvement between Devizes and Melksham would be useful.
Cycle lanes, upgraded footpaths and some joined up planning between housing estates and local facilities
Cycle footpaths on all routes
Proper cycle lanes like the Dutch have instead of the half-hearted nonsense we usually have foisted on us.
Large paths, place to lock bikes, benches, trees planted
Some way to stop cyclists needing to use the A350 during busy times. A parallel cycle path
easier access to railway station and more station parking
More dedicated and protected footpaths with fencing from the road
Cycle path between Melksham and Lacock
Smooth wide paths for children to skate/scooter along
Better enforcement of public rights of way and a requirement for farmers / landowners to maintain safe accessibility.
More cycleways and footpaths away from the main roads
A pedestrian/cycle flyover to get to Asda from opposite side of the road and also from perhaps the train station junction.
More family-safe cycling and walking options
Separate cycle/walking paths to Semington.
Better segregated (done properly) cycleways on key routes and cycle networks, improved footpath/bridleway connectivity with outlying villages to existing footpath networks

What walking and cycling facilities would you like to see?
Proper cycle lane, not just shoe horned in.
Dedicated cycle connecting areas of melksham (Milton Keynes has a redway system) something similar would be fantastic especially if restricted byways and byways were included in this to villages
cycle lanes / routes around Farmer's Roundabout (why wasn't this included in the recent upgrades?)
20mph speed limits in Melksham town and other built up areas, so that cars are doing closer to the same speed as bikes
A footpath all the way around the roads on the outskirts of melksham especially link road from a350 to Bowerhill
Pedestrianize and close the town centre to traffic between Market Place and Sainsburys RBT
Designated cycle lanes on the existing A350 if a bypass is built.
More space given over to cycle routes, cycle lanes and pedestrian foot ways on what will become the old A350 linking existing cycle/pedestrian routes, the train station, town centre, parks and canal routes.
Dedicated cycle lanes apart from the main carriageway
Safe bike parking facilities in town centre
Link in with a proposed reopening of the wilts and berks canal I.e. cycle and walking tow paths
If the road is built, then adjustments could be made near Farmers roundabout to improve access to Asda and the station.
Dedicated cycle route and priority over town bridge
Dedicated bike lanes or separate routes from the road. Good connections to the station
Cycle lanes, priority crossing facilities, widened doorways in town centre, junction improvements to major/minors
Bridle paths and footpaths
Cycling network
Safer walking and cycling routes within the town from the outer housing areas linking all parts of the town and it's housing.
Bike stops with pumps, benches, signage
Separated cycle tracks and pavements
Improved pavements
This shouldn't be complementary. It's a major part of the answer. Short unconnected pieces of cycling infrastructure are often worse than none
Cycle path joining Melksham with Chippenham via Lacock
Cycling north is extremely hazardous outside of the summer months. The A350 or parallel lanes are the only real alternative, but are dark, pot-holed and narrow. A dedicated, segregated cycle path would encourage the use of cycles between Melksham and Chippenham.
Some good cycle paths in and out of Melksham, especially the A350. Gambling with your life if you ride that road early in the morning.
With the weight of traffic being taken out of melksham there should be scope for more cycle and walking routes
Cycle routes totally separated from roads and improved pavements.
Safe walking routes to improved bus priority routes.
Safe cycle routes through and around. Melksham town and Bowerhill

What walking and cycling facilities would you like to see?

I don't agree with the bypass but do agree that there should be more cycling/walking options. To achieve this perhaps the use of overpasses for example could be looked at. Perhaps looking at what places like Holland to, with their huge cycling population, could provide some inspiration?

Bike trails

Improved cycle paths, with traffic control measures for crossing the A350.

More paths for people to walk/walk the dogs/exercise.

Separate walk/cycle lane not impacting on the actual road lanes.

Cycling route and EV charging stations

Cycle path, canal improvement between Semington through Melksham

Better marking of pedestrian routes and safe crossings. Traffic isolation where possible.

Footpath and cycling path links or enhancements to existing Wilts & Berks Canal towpath Melksham->Lacock-> Chippenham

Proper cycle lanes, not just lines on the road which are dangerous and just give motorists and cyclists a false sense of safety

This should be an alternative to road building. Please look at the many imaginative international schemes already in place

A place for Walking dogs would be good

Better access for dog walking in Beanacre - there are none at the moment with public footpaths either blocked by houses or ploughed over by farmers

better foot paths.

Cycleways to take cyclists off the roads.

protected footpaths and cycle paths away from traffic to encourage safe carbon neutral activity.

Existing A350 could be made more walking and cycle friendly and safer for both.

Redesign of schemes to put pedestrians and cyclists first.

Canal paths to be mended and improved

More green parkland walkways cycle paths

Walking, better management of the 'old' A350 in Beanacre and into Melksham towards the station for walking/cycle and more integration into town and the potential canal for outlying estates.

Cycles and pedestrians having priority over vehicles. Electric bike infrastructure.

Cycleways along A350 Melksham to Chippenham.

Joined up cycle routes with better signage.

Mountain bike track. The existing Kennet and Avon canal walks left intact, quiet paved cycle route to Trowbridge via Semington.

Larger/wider footpaths, with social distancing current paths are difficult to maintain social distancing

Cycle path along river and perhaps bridge over/under major roads

More cycle links to the current options like canals etc, could also tie in with the new wilts and berks canal route and maybe put funding through to the restoration into town

Cycle lanes throughout the town and through to the canal at Semington

More exclusive cycle paths. Painting a line on the road and calling it a cycle lane doesn't really make it safe for cycling

Pedestrianisation of central Melksham

A cycle path is long overdue and safety of walkers.

A lot more cycling paths (like in Denmark!)

What walking and cycling facilities would you like to see?
Traffic free centre
More cycle lanes or off road cycle/walking paths
Designated safe space linking Westbury to Chippenham via Trowbridge and Melksham
Use old A350 route to build in routes for cyclists
A cycle route taking bicycles off the road, not having cycleways reducing current road width as this causes congestion and fatal accident waiting to happen.
The existing A350 through Melksham should be entirely 20mph with wide segregated cycle lanes throughout and improved pedestrian routes, especially to the station
Segregated cycle routes designed in accordance with DfT LTN 1/20.
Adequate cycle paths linking conurbations to tow paths etc. ERP facilitate off road commenting to BoA, Bath and beyond
Cycle paths running along the existing A350 route. Instead of cutting grass verges make it a cycle route like in Menorca and become a cycle friendly county.
Cycle route that links up through the county or Melksham
Facilities suitable for dog walking and giving dogs the chance for a good run off lead
Dedicated and segregated routes parallel to the new road and connections to Melksham, Lacock etc. Possibly a canal from Melksham to Chippenham
More cycle paths to Trowbridge and Bradford
Sensible, useful, segregated cycle paths. Not bits of pavement marked off for a few feet. Not white lines on the side of the road.
better pathways on the canal to enable cyclists and walkers to enjoy a better experience
Cycle routes and footways, I suppose. I don't actually ever walk or cycle around in Melksham, so I don't really know.
Cycle ways not on pavements
Clear footpaths. Don't put in cycling scheme they don't work!!
Cycle lanes throughout
Cycle lane would enable lorries to overtake easily.
More cycle paths and foot bridges to avoid busy roads and reducing traffic lights
Cycling mainly as not very safe currently
Obvious things like good signage
I do not want a new bypass. However, I would like to see improved cycling/walking provision.
I do not want a bypass but if there is one I would want walk and cycle ways improved, cycle lock up facilities at schools and in town and supermarkets
Maybe a barrier next to a path
Cycling, improvements to town centre for pedestrians
Safe cycle routes to other towns. Nice walking routes.
I think the town itself should look at cycle routes in and out, providing connectivity to other cycle routes such as through to Semington and the canal
Copy those solar panel bike lanes from Korea
Wider pavements and a verge between the pavement and the road. Footbridges over the road
Better footpaths linking Melksham to Lacock and then south from Bowerhill to the Strand, Keevil and Bulkington.
More walking footpaths a route through similar to that of the Paxcroft estate. Off road walking and cycling paths linking open spaces

What walking and cycling facilities would you like to see?
Every pavement that can be widened should be widened to enable bikes and wheeled vehicles to share them with pedestrians.
Safe walking, including safe road crossings
Cycling and pedestrian priority
Proper cycle lanes as a constant.
Designated and signed cycle paths and footpaths.
Better joined up footpaths and better lighting of these. Permanent cycle paths.
Lockable containers at railway station for bikes
Improved connectivity between Melksham and villages e.g. if the Melksham Link (Wilts & Berks canal) was built the towpath could provide ideal walking and cycling facilities from Melksham to Semington (and onward to Hilperton and Trowbridge and to the North on toward Lacock
Segregated bike lanes and routes, pedestrian priority (e.g. default 'green man' setting at crossings), 20mph speed limit throughout (with enforcement), bike parking, raised crossings etc.
Combines walking and cycling paths
Pavements and good sized, proper cyclepaths
Cycle lanes could be marked out at low cost on those A road sections where no cycle path exists
Lane for cycling running and Buses
Independent cycle lanes. Potential cycle junction at the traffic lights by MCC garage.
Cycle paths west of Melksham linking all smaller villages in a 5 mile radius, providing ability for Melksham populace to exercise.
There are some footpath ways that could be converted to cycle ways and footpath with landowner incentives that take cyclists off roads entirely
Pedestrianize the centre of Melksham and introduce cycle-only routes.
I would like to think that the bypassing of traffic around Melksham would actually reduce vehicular flow in the town and make it more cycle friendly.
Both - dog walking on and off lead options
Pedestrian bridges for busy paths
Better walking facilities in terms of wider pavements, particularly through Beanacre.
The UK as a whole needs to look at rapidly improving public transport, discouraging car journeys, generally improving the carbon foot print and encouraging more safe cycling and walking
Repainted road markings, potholes and poor road surfaces repaired
Cycle lanes and separate footpaths, well-lit to make it easier to use them after dark.
Safety of walking and cycling and improvements to the Town Centre building quality, also if Avon factory decides to move elsewhere the land especially along the river side would make an excellent housing and flats development.
Cycle and walking paths that are actually usable and go where people want to go, Cycling incentive schemes, e-bike hire, electric car club
More nature trails
Speed restrictions within the melksham town area, wider pavements for pedestrian access
Wider pavements, more litterbins.
Cycle/walking routes supported by bus routes

What walking and cycling facilities would you like to see?

The 10c plan should allow the recovery of the existing pavement from north Beanacre and allow its adoption as a natural combined walking and cycle route to and from Chippenham Whitley, Corsham and north Beanacre connecting with the existing pedestrian and cycleway structure. Further reducing the environmental impact to the area.

Safer cycle ways segregated for cyclists and pedestrians rather than together.

If affordable, more pedestrian-only zones in town centre and on housing estates and a canal walk/ cycling path from Semington to Lacock

improve existing A350 for pedestrians

Less air pollution and safety a priority.

If Beanacre is taken as one example the ability walk without being inches from speeding traffic on poorly maintained footways.

I would prefer that a bypass were not built, but I would like to see more routes for cycling and walking and improved facilities (parks, sports, recreation, well being, medical, etc.) for Melksham.

Dog walking areas

Safe routes in and out of town

Cycle and walking links between Melksham and Chippenham

Proper continuous cycle tracks especially around roundabouts and at junctions.

Adequate cycle lanes on or alongside all major roads

Cycling, walking and public transport only routes.

Generally, more dedicated cycle paths within and between Melksham and other local towns

Cycle Path to Lacock from Melksham

More family walks and connecting with nature for children to learn

Green walkways and cycle ways, safe for everyone, with smooth surface. More bins, and better street lighting

Better signage for foot/cycle paths

More designated walking routes.

Lanes just for cyclists and pedestrians, currently if we want to cycle, we put the bikes in our van and drive to somewhere safe to use them

Cycle/walking lanes free of traffic

Improve what we have with some simple connectivity

There are a number of cycleways around Melksham, trouble is a) they are not maintained and b) they could all easily be connected up through linking into smaller estate roads

Cycleways along western way and into the town centre. Better quality pavements

paths, cycleways, underpasses

Pedestrian and cycle lanes and streets, such as in Trowbridge, Devizes and Corsham. Cycle paths along the river.

Cycling has been a fraught occupation along the A350, so much so that I no longer do it. Without the arterial traffic it will be much improved, possibly with cycling lanes.

Cycle routes and walking routes that don't impact the county we live in and protect the wildlife

The bypass itself should take care not to sever existing routes and connections. Improved cycle crossing of the A350 from Semington to Melksham.

Introduce some safe bridleways

Stop through traffic going through the town and make the whole area above the A3102 pedestrian friendly. Think about access to the proposed canal if it ever comes to fruition. Improve the areas on the river banks because the footpaths are sadly neglected and a mud bath when it's wet. A shelter for the kids that use the skate park would be nice.

What walking and cycling facilities would you like to see?
Priority for active travel and reduced commuting throughout Wiltshire (and globally)
Cycle/Pedestrian segregation
Improve what is already there and join it all up
Finding wide safe level paths (i.e. without drop curbs) to push a wheelchair along is really tough. Taking traffic away from the town and built up areas will make walking routes a more pleasant and safer experience.
More cycle paths to encourage cyclist and keep them safe. Melksham is full of beautiful areas that are not easily accessible for walkers or even people in wheelchairs or mobility scooters. We have an aging population but nowhere for them to walk.
We need to change the way we all habitat this little town, we don't have a choice the A350 is a major connection to the country, but we can hopefully protect our little town from congestion and fumes for our future
Bridleway SEEN13 should be retained with an A350 underpass or over bridge. SEEN13 should be upgraded to provide a sustainable cycling spur off the national cycle route (towpath) enabling sustainable transport access for Melksham residents to the countryside and for Seend schoolchildren, access to Melksham Oak.
Why aren't the current shared paths maintained? How about just connecting various routes t go through estate roads?
This is a dishonest and tendentious question. Walking and cycling facilities should not be dependent on road building.
My family don't think the town roads are safer to cycle on, so fewer cars and lower traffic speeds would help, along with cycle lanes.
More cycle lanes and through the bypass improved safety for walking on pavements and cycling
Please look after the ones we have, widen a pavement or two and join them up.
Get the housing developers to pay for improved cycleways through the CIL
We need some joined up thinking not silly little changes such as at Winsley and Hilperton Road, Trowbridge. Nobody uses them! Complete waste of money
Less speeding traffic would make it safer
Clear and separate from the road bike paths. Going to the trading estate and other areas of work or recreational areas. Park areas. Space that Melksham can be proud of so it isn't just another messy blob of houses in what was once beautiful countryside.
The existing A350 upgraded to allow for a cycle path and some foot paths added. Some work carried out on the existing cycle path by the River Avon to make it more usable for bikes.
There is ample space to have included dedicated cycle and foot ways along Eastern Way and the Semington bypass.
Not a lot of thought has been put into what we already have. They are not joined up, just like the thinking behind it
If you really want to encourage people to walk and cycle it's not reducing town centre traffic you need but making continuous shared pathways into and around town
Safe and covered places to leave your bike. Keep the thieves away and the rain off
there are no cycle lanes in melksham hence there is cycling on pavements which makes walking hazardous
Walking cycling and improvement for long term canal river development
Some proper cycle lanes on the existing A350 and A365

What walking and cycling facilities would you like to see?
There's a short path on the Melksham side at Semington roundabout that only curves round to cross over the A350 to a footpath. Remove the barrier stopping bikes going into the estate Campion Way or Crescent I think.
We cycle for leisure most weekends. mostly there are few places we can leave bikes undercover. Would be nice but not often considered
Better maintenance, signposting and promotion of existing footpath and cycle path networks in the area. Improved maintenance of roadside pavements which have become overgrown with grass/nettles/dead wildlife etc.
Sustrans dedicated route off road not a little marked area on a main road
enhancement of local roads opened up by the diversion of traffic with cycle lanes. Especially on the existing joint A350/A365 and north of Bath Road junction along the present A350. Cycling lanes to be incorporated into the bypass along its whole length.
Designated cycle lanes with better signage so that pedestrians are fully aware that some rights of way are dual i.e. for both pedestrians and cycles.
Cycle lanes and railings
A cycle route on the whole of the new road
Cycle Path that links to North of A350 near Lacock
I don't want to see a bypass if it means building new roads, I do want to see roads maintained, they are so badly maintained they are dangerous for cycling. Dedicated cycle and walking ways would be better, building houses on brownfields should be looked at before green fields and any money from new housing development cannot be used to pay directly or indirectly for WC part of any building costs.
More traffic free cycle routes that are family friendly and away from roads
Cycle /walking pathways into the surrounding countryside
Full hard surfaced cycling tracks to connect with surrounding villages and towns. Separate from the main roads. No cyclists allowed on any road where the maximum speed is >40MPH.
Cycle routes to our nearest big towns, would assist in allowing more people to commute on bikes
Safe bike lane from Chippenham to Trowbridge.
Cycle path alongside or taking similar route to western way, and better crossing facilities at roundabouts i.e. at Farmers Roundabout, Western Way and Bowerhill roundabouts
There lots of ways you could link up what we have. Use some of the developer money to upgrade the footpath between dunch lane and Beanacre to a shared path
Safe dedicated walking and cycling paths alongside all new routes.
Any improvements providing safe through routes for walking and cycling will be good.
Difficult to do much in melksham. Maybe a cycle route around the A350 through current estates?
Adequate cycling and walking facilities connecting entire town with access to the countryside
Cycle paths and a pathway along the A350 through melksham
Running tracks
I don't live in melksham. But walking and cycling opportunities should complement the road upgrade
Separate lanes for cyclists, marked and protected with posts, suitable for all users (young/old/disabled/nervous)
I think you should remove the cycle barrier on Conway Crescent and join it up to Speedwell, then we could cycle through from Semington road to Snowberry Lane
Green space, fields, cycle tracks, dog walking areas

What walking and cycling facilities would you like to see?
Useful walking and cycling facilities which allow end-to-end journeys and encourage people out of their cars
More connectivity on foot.
Wider pavements for walking and cycling
Covered bike parks. Link some estate roads
Cycling walking route between holt and Broughton Gifford
Cycle lane providing parallel alternative to A350, so traffic is not held up by needing to overtake bikes on a relatively narrow road
Cycle lanes into Melksham from the local villages
Town centre roads are fairly quiet these days so how about just a marked cycle lane from Market Place to Town Bridge
Bike lanes into Melksham.
Dog walking trails
Wider roads to protect cyclist and allow motorist to pass unhindered
I'd like to see more facilities for walking and cycling as part of the alternative measures to a bypass, not complementary. Consistent cycle lanes, rather than a hotchpot of partial disjointed short lengths, which ensure cyclists cannot simply hop onto pavements to avoid traffic lights, junctions but allow HGV's, emergency vehicles, etc., to pass safely and keep traffic flowing, etc. Better maintained level pavements and walkways that are well lit and kept clear of leaves, ice, etc.
More use of overbridges (including facilities for mobility scooters) and less use of traffic light crossings as these will only reduce the traffic flow.
Improvements to existing footways to make shared cycleways
Melksham town and surrounding area is largely flat, and therefore suitable for cycling. I would like to see dedicated cycling routes and improved cycle storage.
A few dedicated cycle lanes. Don't have to be too wide, just enough to keep cars at a distance
Cycling Routes in the country
Part pedestrian areas in the high street
More walking option where you are not dodging cyclists
Separate cycling from walking by providing protected cycle lanes, not cycle/pedestrian paths.
Safe cyclepaths in countryside and more parks
An easier way for cyclists to get from Melksham bridge along A3102 to Bath Road (avoiding Farmer's Roundabout and one-way system)
An easier way for cyclists to get from Melksham bridge along the A3102 past Lidl to the Bath Road (avoiding having to cycle around the Farmer's Roundabout and one-way system)
Please do not link the bypass to walking and cycling facilities. If more people can cycle, we may not need bypass.
Better cycling routes to the railway station and secure cycle storage at bus stops.
The answer is not to build more roads it is to make better the public transport system and improve cycle lanes
Greater cycle and walking along A350 from Melksham to Lacock, child safety cycle routes to Lacock for children attending school there who live on the A350
More cycle paths (preferable to lanes), more footpaths into and around town but away from main roads where possible. People will use them less if they are neat big roads.
Cycle lanes, pedestrian infrastructure incentives for electric cars residential properties supported by less Centralised facilities

What walking and cycling facilities would you like to see?
No bypass but better walking and cycling opportunities.
More cycle lanes - this form of exercise has greatly increased in recent years
Not building routes 10d and 10c as these would cut through a very popular walking and cycling area between Bowerhill, Seend and the canal.
More footpaths and cycle lanes
Safe cycle paths but not at the expense of the environment
Some covered parking. Perhaps one or two marked cycle lanes here and there. Cycling really isn't much of an issue through Melksham. Not enough traffic to worry about.
Cycle lanes through the town centre
Take down the barrier on Conway Crescent so we can cycle through from Semington road
Keep cycles and Scooters off the pavement in the town centre
No drive through town centre. Pedestrian only
More cycle lanes but not with the ridiculous bollards that are currently being put in place. They are simply dangerous
Retain the picnic area around the canal
More scenic walks around town
Continuous routes between melksham and surrounding areas of Bowerhill, Semington, Seend etc.
Green spaces, money spent on pavement improvements
More and safer cycling routes, which are joined up; not cycle lanes/paths which come to an abrupt halt.
Some dedicated cycle lanes through all these new estates you keep building
No bypass, dedicated cycle lanes, pedestrianisation
Segregated cycle lanes. Priority for bikes and pedestrians
Cycle lanes and refuge from sudden inclement weather for cyclists and walkers
Walking and cycling - I do not drive to the centre of town, I walk
Every new road built in this country now should have a walking and cycle path. And all cyclist should be made to use the cycle path and be fined for using the road. It is so irritating when you are stuck behind a cyclist on the road when there is a cycle path next to the road
Designated pedestrian and cycle routes. Pedestrian only area in Melksham.
New cycle lanes and improved pavements and lower speed limits.
A good cycle way in Melksham when a bypass is put into place
There is a walking trial between Melksham and Lacock, would be nice if it was "unblocked" by removing the deliberate placement of electric fencing!
Easy cycling access across the A350 to the B3107. If you are improving access to the station it would be good to continue a cycle lane along that road for safe access to the country lanes.
Ideally cycle lanes, but even a footpath here and there would be nice.
Proper cycle routes with proper signage, not the rubbish ones we have now
More designated cycle lanes. Hopefully if the bypass goes ahead it will alleviate many of the current problems and risks. At the moment if I want to cycle to Melksham it a case of taking one's life in someone else hands - cycling from Beanacre to Melksham is quite a high risk strategy.
Cycle round routes or walking round routes
A cycle route to head south on the A350
Routes from Melksham to Lacock where you can walk safely
I would like to more walking and cycling routes in the Leacock/ Beanacre/ Melksham / Bowerhill areas.

What walking and cycling facilities would you like to see?
Cycle paths/pavement linking Melksham to Lacock
A joined-up system of combined walking and cycling routes
An extensive cycle network from north and west of Melksham into the town centre.
I would like to see a cycle/ walkway between Berryfield Lane & Whaddon Grove Farm (which would entail going around about 2 fields) but would be very safe then to get to Hilperton and down to Trowbridge not using any main roads, but would require farmers agreement and a tarmac path to be built for about half a mile etc.
Ensuring cyclist and walkers can access the countryside safely still
Separated cycle lanes; joined up routes through built up areas to encourage walking; adjustment of roads to degrade the priority of motorised traffic; more secure cycle parking in town.
How about maintaining the ones we have?
Safer walking - footpaths without cycles - safer crossing areas - better access to schools, shops and other facilities
High pavement in the town centre needs railings before someone is killed. Not directly connected I know but gives me a chance to voice an opinion I have long held, along with many many other Melksham residents.
Improved pathway construction, many footpaths around the river by Sainsbury's becomes impassable for much of the winter, also link the a350 between the Semington Road turn off and Spa Road turnoff.
Priority for pedestrians in town centre
Provision for cycling other than pedestrian pavement
Cycle lanes on all roads including A roads. Country walks and cycle routes, as part of an environmental mitigation package, to include extensive tree planting. I'd rather see a shorter bypass and better landscaping and screening, if that would be the opportunity cost of a longer bypass.
A riverside cycleway and footpath would be ideal
Joined-up cycle routes to enable safe walking and cycling as a means of transport.
Family safe cycle lanes.
Once a new road is built the quieter roads could be used by cyclists safely compared to currently.
Completely segregated cycle lane, and separate pavement for walking. They should be of the highest standard, wide and well-lit. They should attract people out of their cars, and the cycle lane and pavement should have a priority wherever there is a crossing, or side road.
Fully Segregated cycle and walking facilities. Paint is not segregation.
safer roads for children to cycle to school and for adults
Large green spaces, forestry and country parks with accessibility to all in the community. There spaces are being rapidly developed at the cost of the mental and physical health of the Melksham community.
Cycle only lanes or paths. There is no need for a new road.
Cycle lanes/wide paths hidden from the road itself or using existing lanes as more attractive to cycle and walk.
Better paths along the canal and access lanes as well as along main roads
Cyclists prohibited from bypass and directed onto dedicated walking / cycling routes
Protection of green spaces where people are already walking and cycling for fitness and to aid their mental health and well-being
More safe cycle paths that connect with the canal and river
Cycle lanes on A365 and A350 for a 5 mile radius around melksham

What walking and cycling facilities would you like to see?
A walking and cycling route along a restored canal to Lacock
Wherever possible cycleways should be included in new road construction. This makes it safer for cyclists and therefore encourages more people to cycle. Lighting of cycleways is also important. In the winter routes in town for walking and cycling should have adequate lighting to encourage their use.
Safe route from Semington to Melksham and on to Lacock
Improved cycle lanes, walking routes prioritised over roads especially in relation to supermarkets
Designated cycleway and retention of public footpaths
More incentives for those actively choosing to drive less or who choose to have less cars as a household. Also, separate cycle lanes, a local cycling velodrome for building up cycle confidence and wider pavements for pedestrians.
For walking clear pavements without A-boards and cyclists. Sections of the towns road made pedestrian only or copy the system adopted in Poynton, Cheshire
Dedicated footpaths and cycle ways into the town
More footpaths and cycling tracks alongside or near the road/route
Better upkeep of footpaths
I regularly use the cycle paths within Melksham and the stop and start nature of them makes it tricky to use them with my children. As a family we try everything that we can to avoid car use, but it is difficult given the current network.
Walking and Cycling but not mixed with traffic
Safe, separate cycle and footpaths alongside all main roadways
Low Traffic Neighbourhoods, segregated cycle lanes along the A350 allocating vehicle road space to the more vulnerable users, connected routes along the arterial routes in and out of Melksham
Off road route for cyclists between Chippenham and Melksham without having to navigate via Lacock.
Wider pavement for cycling and walking/ running separate from the road to improve safety
Footpaths / cyclepaths to be better maintained.
This is a bit of a silly question - we should be looking at improvements regardless of a bypass
A fully integrated cycle network
Better road conditions and cycle pathways throughout to encourage public to use them
Where possible include many cycle ways on any new road building or road modifications
Reduced speed limits on roads
More cycle/footpaths some places are just not accessible unless you drive.
Large natural green spaces with woodlands being established.
Get some cycle ways, improvement to walking areas. Like the Bowerhill one to picnic area. Lots of people use this
Safe cycle lanes between Trowbridge and Chippenham and to canal and river paths.
Cycle lanes on main roads and better buses
Better cycling facilities to link Melksham to Chippenham
Consideration to be given to, and validated by consultation, for more dedicated walking/cycle routes into Melksham town centre from its hinterland. Improved safe cycle storage/cycle rack facilities in the town centre / train station / bus termini. Establishing a 'Priority for People' culture in the town centre, which depending on the results of consultation may include dedicated cycle lanes, reduced town centre speeds, high quality shared surfaces in the town centre, establishing the 'Melksham Standard' for street scene / public open space.

What walking and cycling facilities would you like to see?

Cycle lanes that protects cyclists from cars but also doesn't disrupt day to day traffic. Avoid building more houses and roads that take up our countryside so that walking access is still possible across fields and canals. Put a leisure centre in Melksham with gyms, restaurants and leisure activities to improve the attraction to Melksham and increases jobs for the ever-increasing population.

More cycle paths that don't run out after 200 metres, this could be developed alongside the existing 350. Also, if you start up digging the countryside as in some of the proposed routes this will decrease current scenic walking routes that already exist.

Safe rest places and public toilets

Better signage of footpaths. Cycle routes by waterways.

Better parking.

Cycle and walk route easily accessible and to access all of Melksham and a way to access neighbouring towns

I believe we need improved walking and cycling but don't need another bypass

Most definitely more cycle routes. We are cut off from accessing neighbouring villages and towns safely by bicycle. i.e. Lacock, Corsham

Whatever the facilities, they must not be detrimental to the landscape and the scenery

Improvements in accessing the railway station via bicycle and foot.

New footpaths accessible to baby buggies etc should be planned within the new road and to the station.

Circular Lacock route. More paths out to the canal from brabaxon way and red stocks. More circular all-weather routes. Suitable parking.

Better cycling facilities between Trowbridge, Melksham and Chippenham

Pathways from melksham to Lacock

Links across existing A350

Cycle paths. However, this should be done in places other than the bypass too. We don't need a bypass to introduce cycling measures in fact many of the above routes obliterate lovely country cycle routes so presenting the bypass as a way of getting cycle paths is disingenuous.

Responses to question 15

Question 15 asked for any further comments about the proposals to improve the A350 in Melksham. Similar comments have been grouped together to help identify the emerging themes.

Further comments on the proposals	Number
Bypass not required	95
Adverse effect on countryside and landscape	90
Bypass would be a good thing	57
Get on with it quickly	42
High cost of scheme	36
Improve existing road instead	34
Concern about additional housing as a result of scheme	30
Traffic figures have reduced following Covid-19	24
Adverse effect on wildlife and biodiversity	24
Adverse effect of Option 10d	22
Consider impact on residential areas and access to open spaces	20
Concern about safety of journeys to school with Options 10a and 10b	17
Time saving in journeys does not justify scheme	17
Adverse effects on residential properties	15
Further services need to be provided after recent housing developments	15
Plant trees to screen road and provide CO absorption	14
Stop building roads	14
Options 10a and 10b will cause traffic problems for residents	12
Adverse effect of scheme on canal	10
Eastern route is best	10
Westbury Bypass should be considered	10
Scheme will only move the problem, not solve it	10
Improve rail, buses and cyclepaths instead	9
More roads will just increase traffic	9
Don't ruin or pollute the countryside	7
Option 10c would be best	7
Should be dual carriageway	7
Concern about health for residents on existing A350	7
A350 traffic has increased considerably in past 20 years	6
Eastern routes damaging environmentally	6
Snowberry Lane and Eastern Way unsuitable as part of bypass	6
Traffic made worse by situation in Bath	6
Concerned about high cost of Option 10d	6
Longer bypass options would best	6
Link road into Melksham from Beanacre instead	6
Improve public transport	6
Road safety concerns about existing A350	5
Adverse effect of noise and pollution with scheme	5

Further comments on the proposals	Number
Improvements needed to the whole of the A350 route	5
In current climate crisis we should reduce the impact of cars	5
Walking cycling facilities instead of a bypass	5
Repair the existing roads instead	5
Scheme will destroy the area	4
Leave Giles Wood alone	4
Adverse effect of Options 10c and 10d on landscape	4
Take notice of public opinion	4
Make use of existing space for dualling with option 7c	4
Only Options 10c and 10d would remove traffic	3
Thinks the decision has already been made	3
Should be the full bypass option	3
Traffic problems between Beanacre and Asda must be addressed	3
Scheme would be environmental disaster	3
Western routes would impact local villages	3
Should not proceed because of world climate crisis	3
Do not push problem onto other side of Melksham	3
Improve broadband infrastructure for working at home	3
Concerned about the effect of the scheme on farmland	3
Option 10d would be best	3
Routing traffic around the town will kill off many businesses	3
Scheme would improve traffic flows	2
Provides opportunity to improve access to railway station	2
Concern about road safety on A350 at Farmers Roundabout and Aldi	2
Scheme is a continuation of outdated car dependent transport policies	2
Concern about increased noise and pollution with scheme	2
Melksham has a lot of through traffic which is a health risk	2
Shorter bypass options would be a waste of money	2
A350 in Beanacre is a nightmare with so much traffic	2
Beanacre has been disadvantaged for years and problem should not be shifted to another area	2
The overall quality of the roads needs improving	2
Provide electric vehicle chargers in Melksham	2
Need to address noise and vibration issues on existing road with a bypass	2
Bypass needed to ease congestion and pollution on existing route	2
More cycling routes required	2
Scheme should be re-evaluated after assessing the new green agenda	2
Options 10c and 10d would be best	2
Bypass must not affect any local villages	2
Improving walking and cycling not as an add on to the bypass	2
See the benefits to Semington after that bypass	2
Previous investment will be pointless if Options 7b and 7c are not used	2
Think about transport policy and what the climate emergency means	2
Concern about more traffic on A3102 and A365 with scheme	2
Money should be spent on keeping the country afloat after Covid-19	2

Further comments on the proposals	Number
Reduce speed limits on residential roads with 20mph zones, traffic calming and speed cameras.	2
Council should live up to climate emergency declaration	2
Eastern route should be as short as possible	2
Effect on Wiltshire Air Ambulance needs to be considered with options 10c and 10d	2
Avoid western routes	2
No need for it as Farmers Roundabout has been improved	2
Very few accidents occur	2
Options 10a or 10b should include bridge over old canal route	2
Options 10a and 10b would have adverse effect on residential properties	2
Options 10c and 10d would have adverse impact	2
Scheme would increase flood risk	2
Not long bypass routes	2
Since Farmers Roundabout improvement the traffic flows better	2
Electric vehicles will reduce the pollution problem	2
Should be looking to restrict traffic not give it reasons to grow	2
Other solutions could be found for a possible future traffic pressure point at Semington	2
Option 10a would have adverse effect on residents and road safety	2
Need to stop hgvs in Beanacre for safety reasons	1
Build new houses at the Beanacre end first	1
Will increase size of Melksham	1
Route to Poole is not significant	1
Option 10d is best but should be extended further south	1
Drainage on Eastern side will need special consideration	1
Consultation material too complicated	1
Central Government north-south route study being undertaken	1
Option 10a would be a slow route with multiple roundabouts	1
Questionnaire is complex	1
Scheme would reduce hgvs on other narrow roads	1
Clear that Council want to build a new road to the east	1
Options 10a, 10b, 9a or 9b would be best	1
Most expensive options would bypass the Semington Bypass which is pointless	1
There has been limited investment in infrastructure investment in west Wiltshire	1
Ban lorries	1
Need a high-quality busway	1
Support public transport to provide viable alternative	1
Keeping traffic moving must be the priority	1
Widening of existing road would not work	1
Scheme must take account of new developments being built	1
Route must leave room for town to expand	1
Consider drivers who do not live in Melksham and queues Lacock to Melksham	1
Wide cycle lane required	1
Put the bypass through Beanacre and knock down the houses	1
Combine north junction of Bypass with Lacock junction	1

Further comments on the proposals	Number
Residents should be compensated for loss of value of property	1
Better to review how we do life, work and trade instead	1
This consultation seems like a tick box exercise	1
Consider how to improve things with as little impact on Melksham residents as possible	1
A350 is a major transport route for lorries	1
Small sensitive changes would yield similar results instead	1
Options 10a and 10b would seriously affect house prices	1
With Option 10c access to canal and countryside from Bowerhill required	1
Benefits for walking and cycling with longer bypass options	1
West Ashton and Yarnbrook must fixed at same time	1
Dualling from Semington to Bowerhill required	1
Walking and cycling would not be improved by scheme	1
Already a subway to station	1
Compulsory Purchase Orders would be required for scheme	1
Adverse effect of Option 10d on listed buildings, canal and countryside	1
Upgrading existing road could be Melksham could complement bypass	1
Against any proposal that affects access from Bowerhill to canal	1
Improving walking and cycling routes to Chippenham should be a consideration	1
Western routes would increase flood risk	1
Carry on with the A 350 Chippenham Dualling project	1
One of the Option 10 routes seems the most obvious	1
Options 8a, 8b and 9a should be avoided	1
Western routes would conflict with proposed new canal routes	1
Dual carriageway to M4 required	1
Increase levy on hgvs	1
Proposals need to be synchronised with housing developments	1
Will make a busy road even more busy	1
Should be thinking about the impact of traffic on the environment	1
Any solution must minimise the environmental impact of the new road	1
Option 10c provides opportunity to make A365 the hgv route and reduce hgvs in Seend	1
Make sure the new road is surfaced properly	1
Improve facilities for families to cycle as well	1
Adverse effect of Options 10c and 10d on agricultural land	1
Effect on residents and the environment is more important than cost	1
Consider needs of those living in and travelling from the town centre	1
Bypass needs to be outside Melksham area and pedestrian free	1
Option 10d would adversely affect countryside, canal and floodplain	1
Object to building between Bowerhill and canal	1
Sound screening would be important with new route	1
Why did the air survey only survey eastern route	1
With Option 10c walking and cycling in the town would be safer	1
Money would be better spent supporting the NHS	1
Should not be done if the correct solution is too expensive	1
There should be no compromise solution	1

Further comments on the proposals	Number
Objections will delay work until it is unaffordable	1
Too many options to choose from	1
If implementing cycle facilities consult cyclists	1
Keep as close as possible to existing routes	1
Dual A350 from Western Way to Semington Roundabout	1
Concern about South Brook and flood risk in the Roundponds area	1
Flood risk at properties in Northbrook, Southbrook and Dunch Lane	1
There has been an increase in hgvs in Beanacre since roads in Bath closed	1
Suggest getting funding from adjoining counties in view of diverted traffic	1
Wider pavements as at Snowberry Lane make walking and cycling easier	1
Bypass needs higher priority as situation in Beanacre and Melksham already intolerable	1
Access to canal is vital for Bowerhill residents	1
Bypass needed as the current situation can only get worse with local growth	1
Hgv emissions must be reduced	1
Difficult and dangerous to overtake hgvs on single carriageway roads	1
Build a Salisbury Bypass instead	1
Be more sympathetic to residents of Bowerhill and the countryside	1
Route to the east could be paid for by developers	1
Important that Melksham Campus project progresses	1
Please be honest about why you want a bypass and the aims of the Strategic Transport Body	1
Not Options 9a, 9b or 9c	1
Concern about increasing numbers of hgvs on existing road	1
Main roads should be for commuting. Local roads should have safety measures for pedestrians and cyclists	1
Provide additional planting between Beanacre and Lacock to off-set carbon and provide for wildlife	1
Needs to link up with other improvements	1
People still need to come to Melksham and a reason to stop there	1
Adverse effect of pollution on Bowerhill with scheme	1
Think of the future not just the present	1
Money should be spent on local facilities to improve the town instead, especially the High Street	1
Make the right decision that Melksham residents want not what the Council thinks will work	1
This is a government handed gift please don't waste it	1
The Melksham - Seend gap should be compulsory purchased and the residual land use for reforestation and mitigation	1
Reduce traffic on A350 at Beanacre to improve safety for pedestrians and cyclists and facilities for homeowners	1
The routes across the valley would be so bad for everyone	1
Install better safety features and improve residential streets	1
Need to see more detail about the proposals on better maps	1
Careful thought is needed	1
Asda should not have built where it was as it increases problem	1

Further comments on the proposals	Number
Creating a new route with multiple junctions connecting new housing estates would render the bypass useless	1
Some proposals are for building houses and not improving A350	1
The scheme should end now. These investigations are a waste of money	1
Consider effects of reduction in petrol and diesel vehicles by 2030	1
Spend our money wisely, not on some council ego trip	1
Adverse environmental impact of Options 10a, 10b and 10c on Avon valley	1
Important that parking and access to Melksham is maintained	1
Consider 10 to 20 years ahead not just short term	1
Consider impact of disruption to local residents on long term project	1
Very expensive and will not solve traffic problem	1
Not beneficial financially to the region	1
Change things at Aldi, Bath Road and Asda instead	1
Repurpose the town centre for housing now its almost dead	1
Keep it simple	1
Option 10d could be extended southwards	1
Scheme will be obsolete with petrol vehicles being outlawed from 2030	1
Electric cars with less people travelling to work will be an improvement	1
Concern about impact on countryside around Bowerhill and canal	1
Scheme will create problems to the south and south-east of Melksham	1
Scheme will just pass Beanacre problems to Bowerhill residents	1
Scheme needs to allow traffic to split to reduce traffic density	1
Concern about adverse effect of traffic on residents along existing A350	1
Option 10c would have less impact than Option 10d	1
Options 10a, 10b, 10c and 10d would be a disaster	1
About time but not a new road please	1
Joined up routes	1
Get rid of all the other traffic lights on the A350	1
Less talk more action	1
Should not be built over the wildlife between Bowerhill and Semington	1
Melksham needs infrastructure	1
Health and safety of children should not be impeded through residential areas	1
Melksham has become a featureless bypass town	1
Route should be well clear of existing development	1
Look at the benefits a bypass brought to Chippenham	1
A350 does not go through Melksham	1
Easiest option only please	1
Adverse effects of Options 10c and 10d on wildlife	1
Avoid opening green belt land to traffic	1
Melksham is becoming a commuter town and focus should be to avoid this	1
North-south traffic is a minor consideration	1
Spend our scarce money on sensible options not pet projects	1
Support for CAWS submission	1
Restrict hgvs wherever possible to trunk roads	1
A bypass is needed and wanted by most locals	1

Further comments on the proposals	Number
The field affected by Options 9b and 9c is an amazing field for dog walking	1
Further information required on traffic	1
Relocate existing retail facilities away from the main road	1
Adverse effect on countryside of Options 10a, 10b and 10c	1
Repair existing A350 at Semington Roundabout	1
Makes sense to provide a direct route to M4	1
Crazy to build a bypass off a bypass	1
Should be quiet noise road surface	1
Bowerhill is experiencing loud helicopter noise and racing car noises	1
Children need to be safe round school	1
Need to consider economic impact on town	1
Money would be better spent on electric vehicle infrastructure	1
Turn off Farmers Roundabout traffic signals outside rush hours	1
Western routes would be best	1
It's a well put together consultation document	1
Nobody asked for a bypass. Looks like Chippenham all over again	1
Melksham centre does not need improved walkways. Architecture and general aesthetics would benefit from funding	1
Do not bring the bypass into Bowerhill	1
More roads do not solve traffic problems	1
There are places where the A350 could have short dual carriageway sections like Chippenham	1
Southern section of A350 has room for dualling	1
Option 10d would increase operating costs for Bowerhill Trading Estate hgvs	1
Total waste of money consulting as Council will do what it wants regardless of what people want	1
Spend money on the town for the people of Melksham not on more roads	1
Would welcome further engagement with the project team	1
Use full cut off lighting at roundabouts and junctions on scheme	1
Remove existing traffic signals on A350 at Asda and Bath Road	1
A350 could be improved along Wester Way	1
Stop the bypass at Bowerhill	1
Building more roads is not the answer	1
If existing road was repaired traffic would flow better	1
Improve A350 towards Westbury and Warminster	1
Bypass needed to return Melksham to quieter town which is safe for cyclists	1
Take the opportunity to create a separate cycle path alongside the bypass	1
Build a forest for the people in Melksham	1
Option 10c has not been compared properly to Option 10d	1
Understand the impact of the improvements at Farmers Roundabout before proceeding	1
Adverse effect of Option 10c on residents of Bowerhill	1
Option 10c would be long and expensive	1
With Options 10a and 10b hgvs using satnav may navigate through residential areas	1
With Bypass my life and health would greatly improve	1

Further comments on the proposals	Number
Ensure there are wildlife corridors under and over the bypass	1
Appears that bypass will go ahead anyway as a vanity project	1
Cycleways and paths should be much better to encourage people out of their cars	1
With large residential developments planned Options 10a and 10b would have a worse impact than indicated	1
Reduce car use - no more out of town developments	1
Supports improvements to cycling along A350	1
Make provision for a large hospital	1
Don't disrupt local villages	1
Replace A350/Bath Road traffic signals with a small roundabout	1
Options 10a and 10b would have adverse effect on the Spa	1
Western options would require high bridge over the railway	1
Western route would lead to more development and only resolve congestion in short term	1
As A350 becomes important hgv route it should avoid residential areas	1
Need to implement scheme before additional housing wins approval on route	1
Need to make it as easy as possible for people to walk or cycle for short journeys	1
Reduce cars so lorries can deliver to those less able to use active travel	1
Bridge in Bath needs to be repaired to reduce traffic on A350	1
Western route only ruins land and shifts the problem	1
Options 10c and 10d do not offer best value for money	1
Proximity to open countryside is areas greatest asset and must not be destroyed	1
Local environment should be protected for future generations	1
Stop lying about the fact that this is about building houses - not road congestion	1
Do not destroy Semington area as it is a haven for wildlife	1
Please consider preventing use of Sandridge Road, Blackmore Road and Queensway as 'cut through'	1
Would be devastating to rip up beautiful countryside around Bowerhill	1
Diverting traffic away from the town would be detrimental to businesses	1
Opposed to new route through Bowerhill	1
Traffic usage on new roads expands until it becomes self limiting	1
Concern that Options 10a, 10b and 10c are close to Lacock and area of beauty	1
Bypass should not be connected to Woodrow Road for safety reasons	1
Concern about Option 10d forming a start point for extension to Yarnbrook and Westbury	1
Concerned about options over farmland and flood plains towards Sandridge	1
A good road surface would be beneficial, especially for cyclists	1
Pedestrian access has already been improved by the Market Place development	1
Option 10c would be better than Option 10d	1
Welcome the detailed information provided in the consultation	1
Options 10a and 10b would be best	1
Noise and major route lighting to be reduced	1
Make money the least constraint and preserving the environment first	1
Bypass is a 1980's solution	1
Increased size of hgvs is having damaging effect on roads, houses and environments	1

Further comments on the proposals	Number
Consultation does not acknowledge the Climate Emergency	1
Building roads does not reduce carbon, it only increases it	1
Better investment required to mitigate traffic	1
Scheme needs to have least impact on the environment	1
Shorter routes to the east will reduce the traffic using the bypass	1
Keep route away from the golf course	1
None of the consultation material references TransWilts as a stakeholder	1
It would be great to get holiday makers to visit the town	1
Bring custom to the town instead of promoting out of town shopping	1
Dual the wider parts of A350 instead	1
Let's get Melksham on the map for its cycle network	1
Council should be thinking of the resident's wellbeing and not build scheme	1
Council should stop selling land to developers	1
Sort out the hospitals and schools instead	1
Claiming consulting when already building more infrastructure for housing	1
Scheme would have negative environmental and mental health impacts	1
Scheme would not be a good thing for Melksham	1
More houses would increase traffic congestion in the town centre	1
Much of the A350 delay is related to a McDonalds queue	1
Cost to transport companies of existing delays must be considerable	1
Restrict the number of large housing developments which is fuelling the need for roads	1
Encourage more home working to negate need for more roads	1
Bypass around the town is required before any more houses are built	1
Scheme would impact on the water table	1
Scheme would increase effect of transport emissions on greenhouse gasses	1
Devises should be a higher priority than Melksham for improvements to the road system	1
Strongly oppose Options 10b, 10c and 10d	1
Western route just transfers problem onto another set of residents	1
It appears that Beanacre can take the volume of traffic	1
With more people working from home traffic does need to be reduced to allow for walking and enjoyment of gardens	1
Someone have the moral courage to decide whether we need this	1
Scheme will make Melksham ready for the next 30 years as traffic will continue to increase	1
Major land work would be required to avoid causing flooding at floodplain crossings	1
Scheme would not bring major improvements to connectivity to Melksham and further destinations	1
Routes are restricted by relatively new building. Council needs to look at whole route so that development is in appropriate place	1
This north-south route needs to be properly improved, not piecemeal improvements	1
Removing the A350 Asda traffic signals would improve flow	1
Route should be preserved before any further housing developments	1
Some residents may be unaware of proposals because of lack of physical consultation	1

Further comments on the proposals	Number
Option 10d would lead to increased housing	1
Bypass was promised over 40 years ago	1
Melksham should be reducing its carbon footprint not increasing traffic	1

Melksham Bypass

Appendices

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